FIFA CONFEDERATIONS CUP BRAZIL 2013
BRAND MANUAL

ISSUE 1

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FIFA Confederations Cup
Brazil 2013
FIFA Confederations Cup
Brazil 2013

USING THE MANUAL

Our Brand Manual is a best practice guide for delivery of the FIFA Confederations Cup Brazil 2013 brand.

While there are some important principles that need to be followed to ensure consistency and associated intellectual property protection, the primary purpose of the Brand Manual is to inspire creativity using the available Artwork. The goal for the brand programme is to deliver an instantly identifiable, vibrant and unified experience and capture the tournament's positioning and values.

We hope that by demonstrating clear parameters for use and best practice examples all users will find the Manual easy to understand and be inspired to capture the passion and celebration of the host country.

Thank you for your co-operation in helping us to deliver a world-class brand experience.

PDF NAVIGATION

This PDF is set up with interactive navigation features. Clicking on the Home button in the top left will bring up the content page. The arrows in the bottom right corner allow you to jump to the next or previous page. Additionally, interactivity has been added to the referral buttons as well as to the external links such as the **FIFA Digital Archive**.

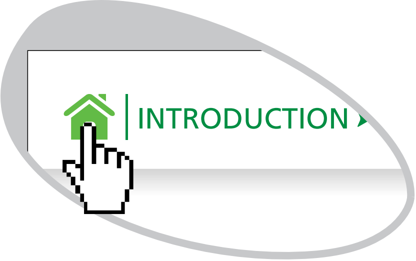
The PDF file opens with the interactive bookmarks navigation appearing on screen which provides an additional option to move through the document.

If at any time you need assistance, please consult your dedicated contact.

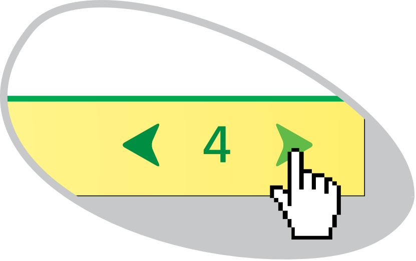
INFORMATION GRAPHICS

These information graphics are here to assist you while using this Brand Manual.

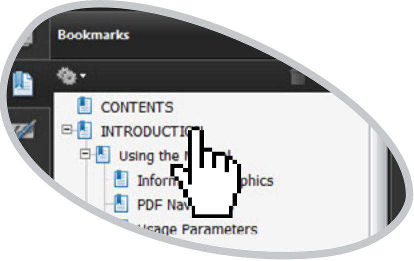
- ✓ **Recommended usage**
- → **Refer to**
- ✗ **Refrain from using**
- ! **Helpful tips**
- 👁 **Please note**



Jump to the CONTENT page



Jump to the next/previous page



Interactive Bookmarks Navigation

→ At the back of this Manual are some frequently asked questions and answers, as well as a checklist to help you review your Artwork before submitting it for approval.

Photos: Action Images, Getty Images, Shutterstock

USAGE PARAMETERS

This Brand Manual can only be used by authorised parties who have been granted the necessary rights by FIFA or appointed representatives.

Check your Agreement

Please check your agreement to confirm your access and usage rights to the Official Marks and Artwork visualised in this Brand Manual and provided on the **FIFA Digital Archive**. Official Marks and Artwork presented in this Manual are not necessarily accessible to all parties, due to variations in agreements and contractual rights.

Always Follow the Brand Manual

Observe the best practice layouts provided in the Manual and please understand that the Manual does not seek to describe all possible applications, but to provide examples and instructions that can be translated to a wide variety of scenarios.

The Manual can Change and Evolve

This Manual has been created as a guide only and FIFA reserves the right to make future amendments or updates to this document. Check the edition reference on the bottom left of each page.

Approvals for All Applications

All applications and uses of the FIFA Confederations Cup Brazil 2013 Artwork must be submitted to your designated contact for approval prior to release or distribution in accordance with the approval process.

FIFA Digital Archive

Only use Artwork files from FIFA's on-line platform; never recreate or modify the Artwork.

Photographic Imagery

Please note that use of player images requires specific negotiations and approvals. FIFA's approval of a design or application containing photographic imagery does not in any way endorse or authorise use of that photographic image. Furthermore, FIFA reserves the right to request evidence of an approval that has been granted in connection with any photographic image. Authorisation and clearances to use photographic images must be independently obtained from the respective rights holder and shall not be obtained by FIFA.

Official Typeface (Licensed Software)

Gotham is not supplied with the Artwork files, it must be obtained from the licence owners.

Trade Mark and Copyright

All intellectual property contained in this Brand Manual is the exclusive property of FIFA. FIFA's intellectual property is subject to a global registration programme and is protected by means of national and international trade mark, design and copyright laws.

Copyright and Legal Notices

It is essential that the legal markings appear with the Official Marks in the correct position and relative size, as indicated in this Manual.

Confidential Information

This Manual is strictly confidential and no part of this document may be disclosed or disseminated to any persons or third parties outside of their recipient organisation without the prior consent of FIFA.

Contractual Rights

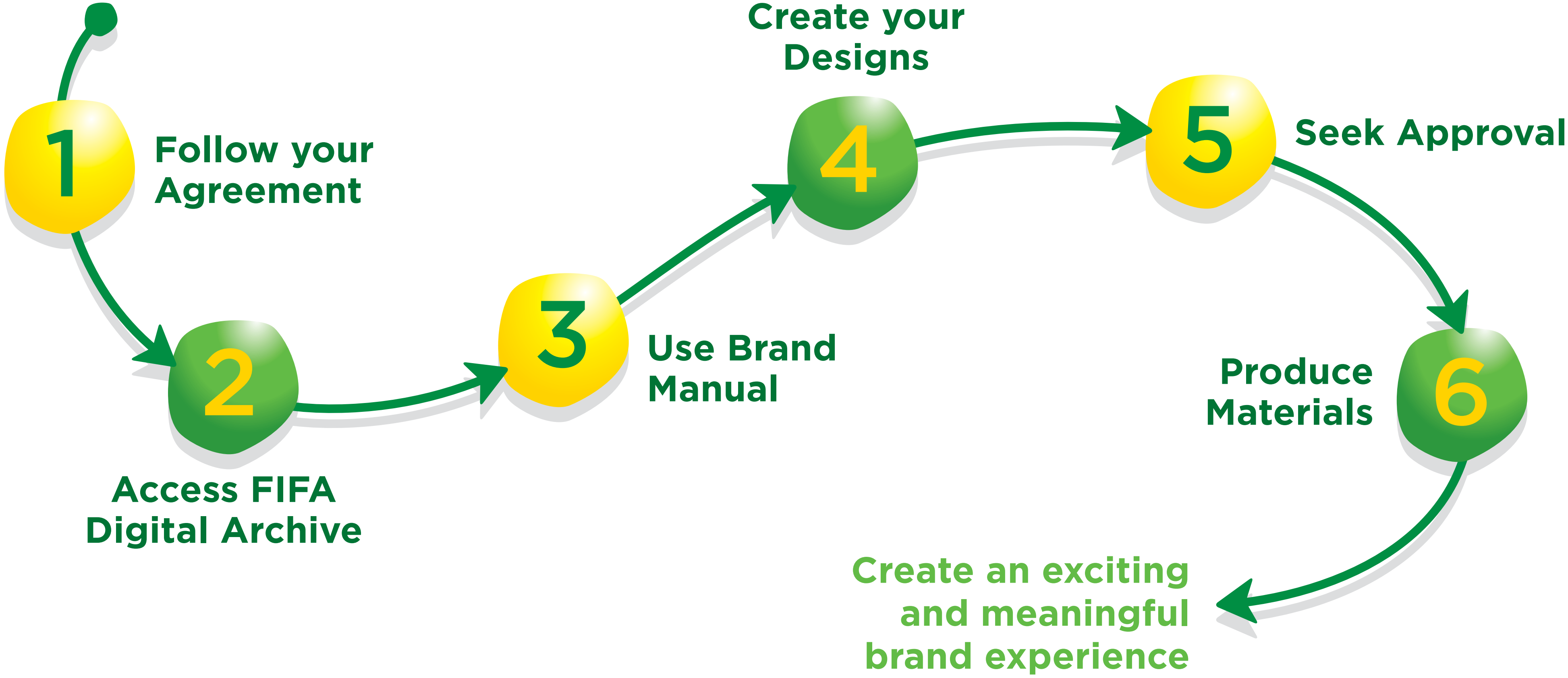
This Manual does not constitute a contract or an offer which is in any way capable of acceptance and the information included does not grant any rights or constitute representations of any kind. The usage standards set out in the Manual are supplemental to, and are not intended to replace or amend, any provisions set out in the agreement between FIFA and any authorised user.

Viewing the Manual

If this Manual is viewed on-screen or this file is printed from your computer, colours, sizes and resolution may not be represented accurately.

THE PROCESS

We suggest you adhere to the process visualised here in order to ensure smooth and efficient development stages. Approval needs to be sought prior to starting the production process.



1 **Follow your Agreement**

2 **Access FIFA Digital Archive**

3 **Use Brand Manual**

4 **Create your Designs**

5 **Seek Approval**

6 **Produce Materials**

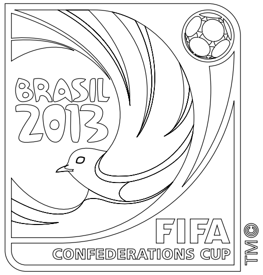
Create an exciting and meaningful brand experience

Premiums can be sourced from FIFA's Official Premium Licensee ADM Promotions through the dedicated online platform www.FIFApremiums.com.

For details on the premium approval process, please contact FIFA Marketing or FIFA's Official Premium Licensee ADM Promotions at approvals@fifapremiums.com.

USING THE ARTWORK FILES

Artwork is available on the **FIFA Digital Archive**. There are different sizes of Artwork available for use to enable best reproduction.



Vector Graphic (EPS)
constructed by lines

EPS FILES

- These Vector Graphics (partially layered) can be opened in Adobe® Illustrator® CS or higher and can be placed in any layout software.
- Please take care when opening EPS files in Freehand or CorelDraw as the quality of the Artwork may be lost.
- Some Artwork in Encapsulated PostScript (EPS) format may not be provided with an image preview.
- QuarkXPress users that require a preview should open the file in Adobe Illustrator first then save a copy with a preview.
- In order to re-size the Vector Graphics in Adobe® Photoshop® without loss of quality, please place the EPS files as vector smart objects.
- If opening these files in Adobe® Photoshop®, please rasterise them to 300 dpi at their end-use size.

!

When creating a PDF that contains any of the Official Marks, it is recommended that you first create a PostScript file of your document, then use Adobe® Distiller® to convert this file into a PDF. Settings can vary depending on your requirements.

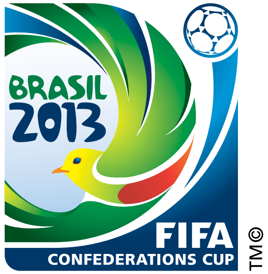
CORE ASSETS

Use the Core Assets to create a unique Look and Feel.

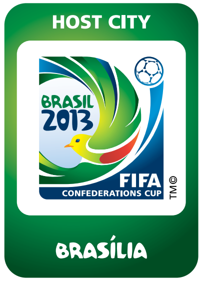
A group of Assets is made available for use during the time running up to the FIFA Confederations Cup Brazil 2013 and during the actual tournament.

All elements do not need to appear together in all layouts, but they should ideally not be used in isolation either. Please use the elements that best suit your design and reproduction requirements following the principles provided in the Manual.

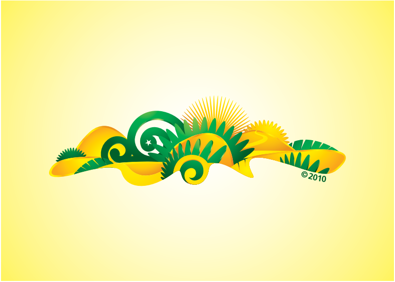
① Official Emblem


BRASIL
2013
FIFA
CONFEDERATIONS CUP
TM©

② Host City Logo


HOST CITY
BRASIL
2013
FIFA
CONFEDERATIONS CUP
TM©
BRASÍLIA

③ Official Look



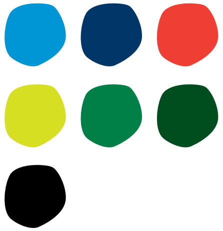
④ Official Event Title

FIFA CONFEDERATIONS CUP BRAZIL 2013

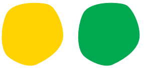
FIFA CONFEDERATIONS CUP 2013

FIFA CONFEDERATIONS CUP

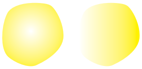
⑤ Official Emblem Colours



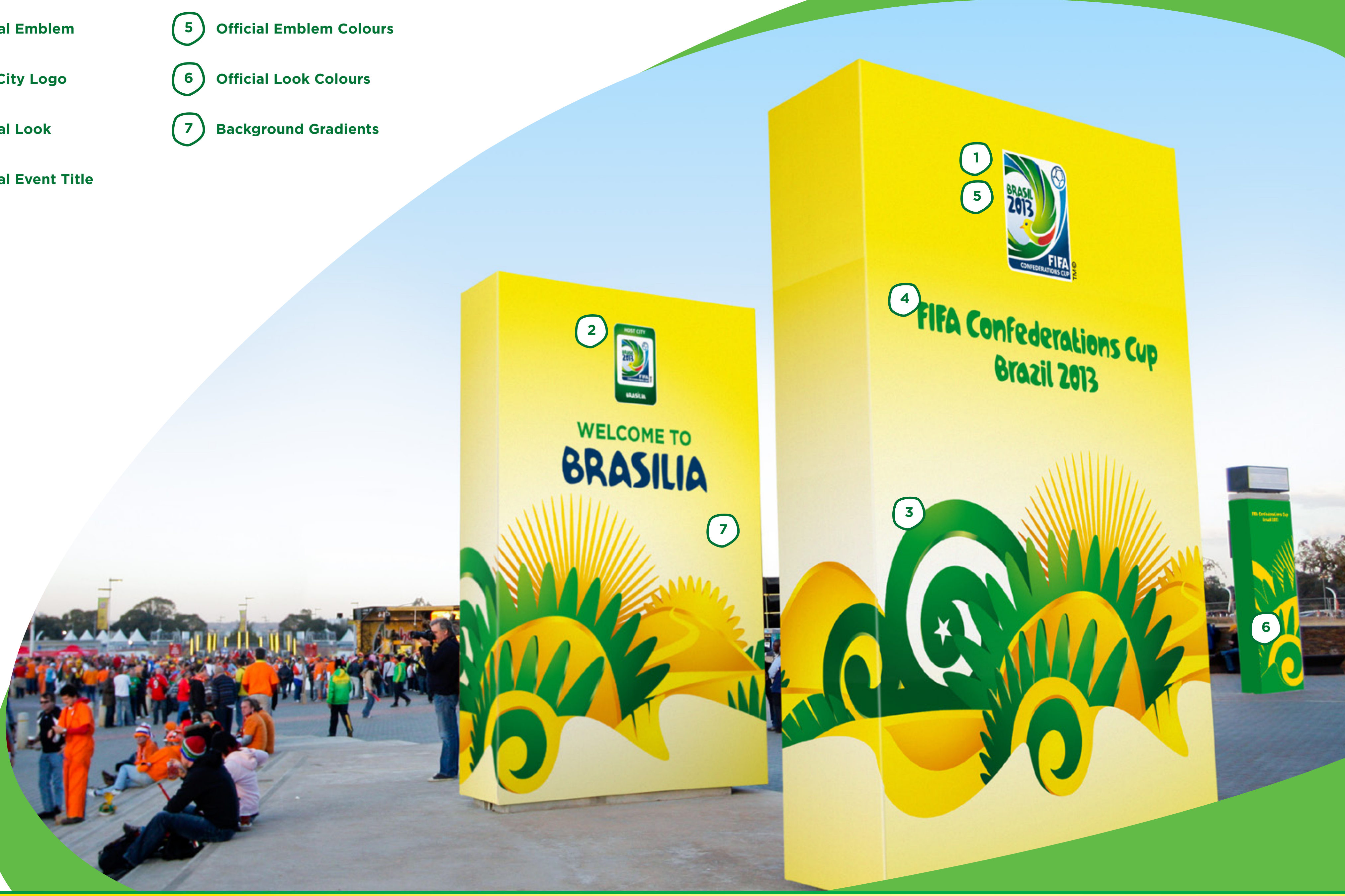
⑥ Official Look Colours



⑦ Background Gradient



1. **Official Emblem**
2. **Host City Logo**
3. **Official Look**
4. **Official Event Title**
5. **Official Emblem Colours**
6. **Official Look Colours**
7. **Background Gradients**


1
5
BRASIL 2013
FIFA CONFEDERATIONS CUP
4
FIFA Confederations Cup
Brazil 2013
2
HOST CITY
BRASILIA
WELCOME TO
BRASILIA
7
3
6

OFFICIAL EMBLEM

FIFA Confederations Cup
Brazil 2013
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

INTRODUCTION

The identity is a Lock-Up combining the FIFA brand (dark blue and light blue 'fin' elements and the football) with the local area representing the FIFA Confederations Cup Brazil 2013. This design shows a stylised interpretation of Brazil's national bird, the Rufous-Bellied Thrush (sabiá-laranjeira), which gives this Official Mark an official stamp-like quality – underlined by the usage of the national flag colours. The Official Emblem represents Brazilian national pride, also with regards to hosting this exciting event.

The lightness of the bird's flight represents the warm-natured and hospitable people of Brazil, whilst simultaneously showcasing Brazil's colourful fauna and elegance within the game. The Brazilian celebratory spirit is shown through the dynamism within the design which also suggests constant movement within life and of course the game of football.

COLOURS

OFFICIAL EMBLEM COLOURS

It is important that the Official Emblem is always reproduced in the correct colours. Please use the specific breakdowns provided to get the best possible colour matches.

All Artwork files are provided by FIFA and contain the correct colours and gradations to be used in all circumstances.

LIGHT BLUE	DARK BLUE	RED	LIME GREEN	GREEN	DARK GREEN	BLACK
Pantone® 2925	Pantone® 654	Pantone® 032	Pantone® 389	Pantone® 356	Pantone® 357	100% K *
Cyan 85%	Cyan 100%	Cyan 0%	Cyan 20%	Cyan 100%	Cyan 100%	Cyan 0%
Magenta 25%	Magenta 55%	Magenta 91%	Magenta 0%	Magenta 0%	Magenta 0%	Magenta 0%
Yellow 0%	Yellow 0%	Yellow 87%	Yellow 100%	Yellow 90%	Yellow 100%	Yellow 0%
Black 0%	Black 55%	Black 0%	Black 0%	Black 30%	Black 68%	Black 100%
R 73	R 0	R 241	R 204	R 0	R 0	R 0
G 148	G 53	G 54	G 255	G 118	G 80	G 0
B 206	B 106	B 65	B 50	B 57	B 32	B 0
Hexadecimal #4994CE	Hexadecimal #00356A	Hexadecimal #F13641	Hexadecimal #CCFF33	Hexadecimal #007639	Hexadecimal #005020	Hexadecimal #000000

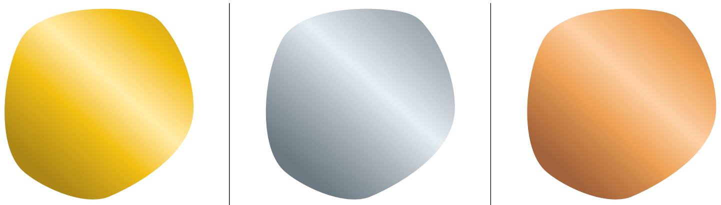
* Artwork files are set up using 100% K but can be matched to PMS Process Black.

- CMYK and RGB values have been adjusted from those in Pantone® books. To ensure accurate colour matching across all platforms, these adjusted values must be used at all times.
- The colours that appear on your screen or that you print from your computer may not accurately represent the colours.

METALLIC COLOURS

When creating high-end applications the Official Emblem can be reproduced using the metallic colours shown here. Black and white are the preferred background colours; other well contrasting backgrounds may be used.

Sample Title Here
Sample Subtitle Here
BRASIL 2013
FIFA CONFEDERATIONS CUP
FIFA Confederations Cup
Brazil 2013



	GOLD	SILVER	BRONZE
	Pantone® 871	Pantone® 877	Pantone® 8582
Cyan	16%	22%	41%
Magenta	35%	17%	60%
Yellow	50%	13%	82%
Black	49%	40%	31%
R	144	133	128
G	125	136	87
B	75	139	49
Hexadecimal	#907C4B	#85888B	#805731

FORMATS

PRINT

A variety of Artwork is provided to allow reproduction across a number of applications and printing constraints. These include full colour and single colour formats.

ON-SCREEN

A specially modified on-screen format of the Official Emblem is provided in full colour.

Print

4 Colour CMYK Tonal

Production Process

- CMYK process printing

4 Colour CMYK Flat

Production Process

- CMYK process printing at small sizes or when the 4 colour CMYK Tonal version cannot be reproduced clearly or at high quality

Pantone® Solid

Production Process

- Spot colour printing (Pantone® PMS)
- Screen printing
- Vinyl cut

Black Solid

White Solid

Production Process

- Single colour printing on contrasting backgrounds
- Metallic colour reproduction on contrasting backgrounds

On-Screen

Full Colour RGB Tonal

Production Process

- On-screen for websites, broadcast, etc.

SPECIAL APPLICATIONS

Artwork for special application processes is modified for best results in the selected reproduction environment.

Please note there are special instructions provided later in the Manual for laser engraving.

Pantone® Solid

Production Process

- Full colour embroidery (7 thread colours)
- Woven applications

Black Solid

White Solid

Production Process

- Single colour embroidery on contrasting backgrounds (1 thread colour)
- Metallic colour embroidery on contrasting backgrounds
- Woven applications

Embossing/Engraving and Debossing

Embossing/Engraving

Production Process

- Blind embossing – raised from the surface with no colour printing
- Foiling on contrasting backgrounds
- Surface engraving
- Etching

Debossing

Production Process

- Blind debossing – stamped into the surface with no colour printing

Please refer to the Special Applications section for examples of these processes.

LEGAL NOTICE

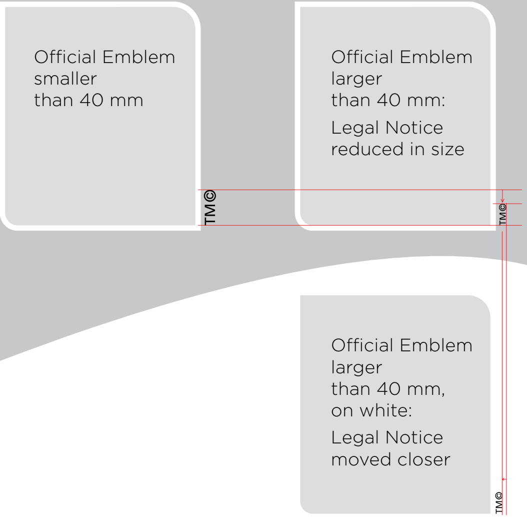
LEGAL MARKING

A Legal Notice is provided with all Artwork files, in the position and size best suited for the intended use of the Official Emblem.

The standard legal marking is TM©. Due to the technical limitations of the process, it has been simplified to a stand-alone TM in all embroidery Artwork files.

RE-SIZING

The Legal Notice may be reduced proportionally if the Official Emblem is printed larger than 40 mm in height to ensure that it does not become too dominant. The minimum acceptable size is 3 points. If applied to a white background, it may be moved a little closer to the Official Emblem for best balance.



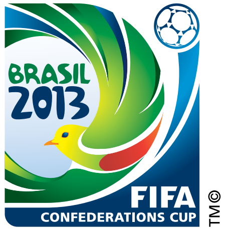
Official Emblem smaller than 40 mm

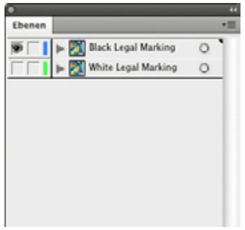
Official Emblem larger than 40 mm:
Legal Notice reduced in size

Official Emblem larger than 40 mm, on white:
Legal Notice moved closer

COLOUR

All full colour Artwork files are provided with two layers, containing an Official Emblem with a black or white Legal Notice respectively. The one providing best contrast against the selected background colour has to be used.


BRASIL
2013
FIFA
CONFEDERATIONS CUP
TM©


Ebenen
Black Legal Marking
White Legal Marking

BRASIL
2013
FIFA
CONFEDERATIONS CUP
TM
Sony Ericsson
SONY ERICSSON
2:40
BRASIL
2013
FIFA
CONFEDERATIONS CUP
TM©
XPERIA

SIZES

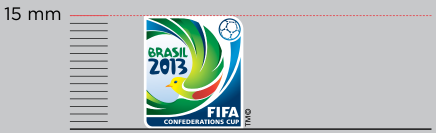
GENERAL INFORMATION

The Official Emblem Artwork is available in numerous sizes for all formats. Minimum Size and size ranges differ according to usage and application of the Official Emblem as specified in this section.

File set-up and correct usage are unique to each type of application, so please take time to familiarise yourself with the different Artwork formats to ensure the best possible outcome.

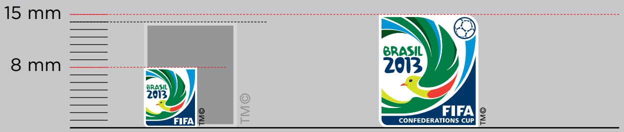
PRINT

Full Colour Tonal



Large (15 mm +)

All other Formats

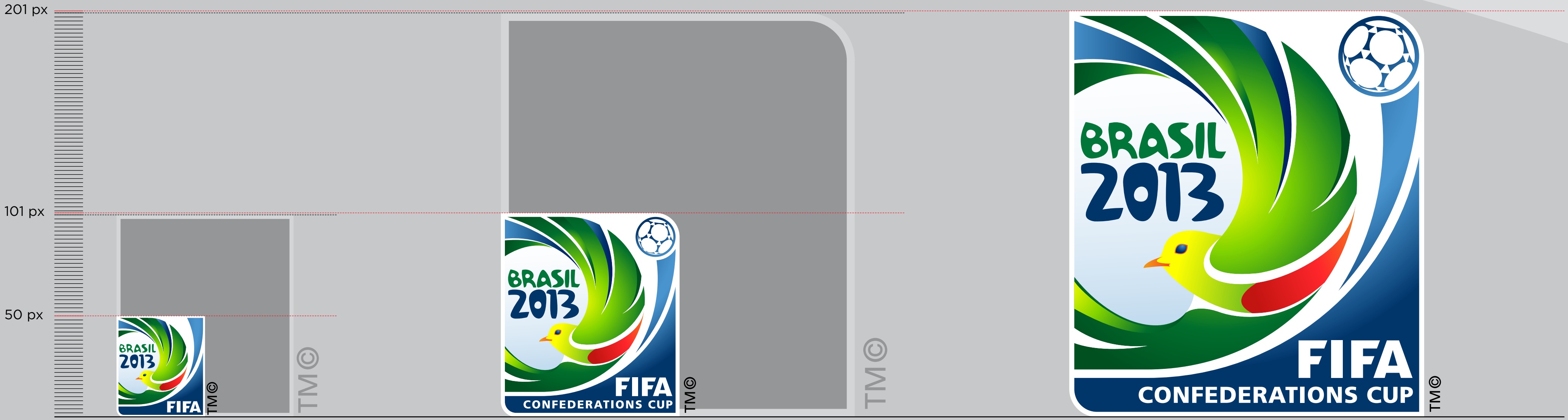


Small (8 – 14 mm) Large (15 mm +)

- Sizes are measured in total height of the Official Emblem incl. keyline.
- The size diagrams are shown at actual size.
- Artwork is provided at Minimum Size.
- Where possible, reproduce the Official Emblem at a size larger than the minimum.
- Take care to use the size and format that will best reproduce on your item.

ATTENDANCE 35,995

ON-SCREEN

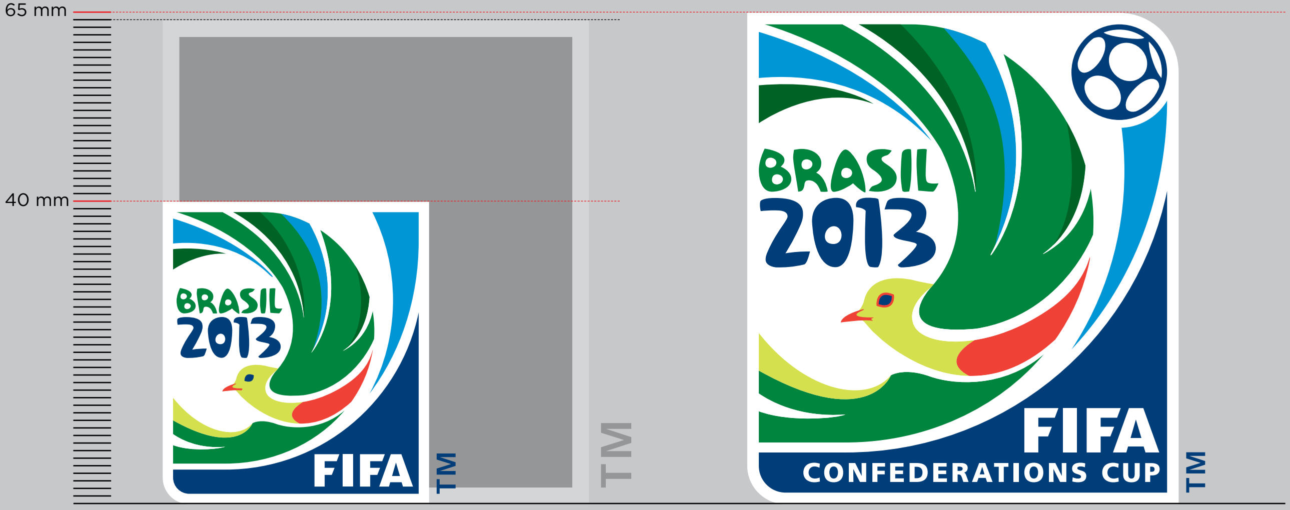

201 px
101 px
50 px
TM©
TM©
TM©
TM©
TM©

Small (50 – 100 pixels)

Medium (101 – 200 pixels)

Large (201 pixels +)

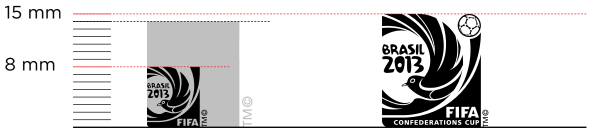
EMBROIDERY


65 mm
40 mm
BRASIL 2013
FIFA
TM
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM

Small (40 - 64 mm)

Large (65 mm +)

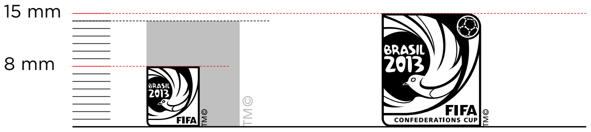
EMBOSSING/ENGRAVING


15 mm
8 mm
TM©
TM©

Small (8 - 14 mm)

Large (15 mm +)

DEBOSSING


15 mm
8 mm
TM©
TM©

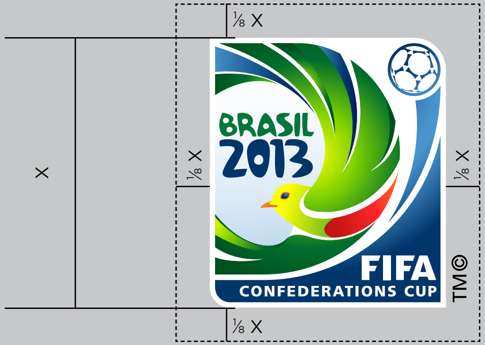
Small (8 - 14 mm)

Large (15 mm +)

EXCLUSION AREA

The Exclusion Area should be kept clear from any typography or graphic material. This area is defined as 1/8X where X = total height of the Official Emblem.

Wherever possible, apply more clear space than the minimum specified here.


⅛ X
X
⅛ X
⅛ X
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©
⅛ X

BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

BACKGROUNDS

GENERAL INFORMATION

Official Emblem Artwork files can be applied to any non-busy background, both light and dark, provided the Official Emblem contrasts well.

Full colour Artwork is contained within a white keyline for maximum distinction against the selected background.

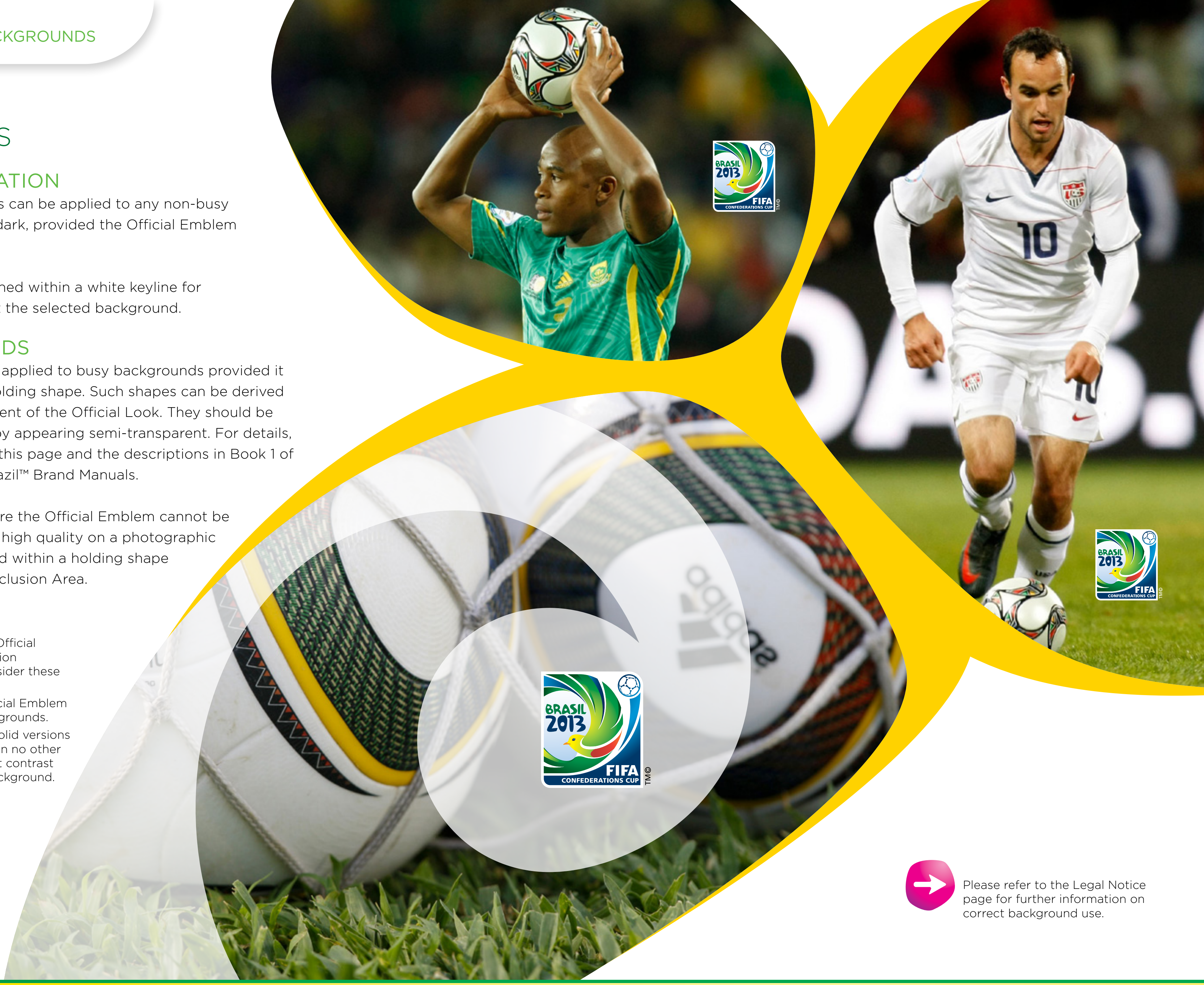
BUSY BACKGROUNDS

The Official Emblem may be applied to busy backgrounds provided it is placed on a contrasting holding shape. Such shapes can be derived from a closely cropped element of the Official Look. They should be fitted with an opacity, thereby appearing semi-transparent. For details, please refer to the visual on this page and the descriptions in Book 1 of the 2014 FIFA World Cup Brazil™ Brand Manuals.

In exceptional instances where the Official Emblem cannot be reproduced correctly or at a high quality on a photographic background, it may be placed within a holding shape (box) no smaller than the Exclusion Area.

To ensure clarity of the Official Emblem on any application background, please consider these points:

- Avoid placing the Official Emblem Artwork on busy backgrounds.
- White Solid or black Solid versions should be applied when no other formats offer sufficient contrast against the chosen background.

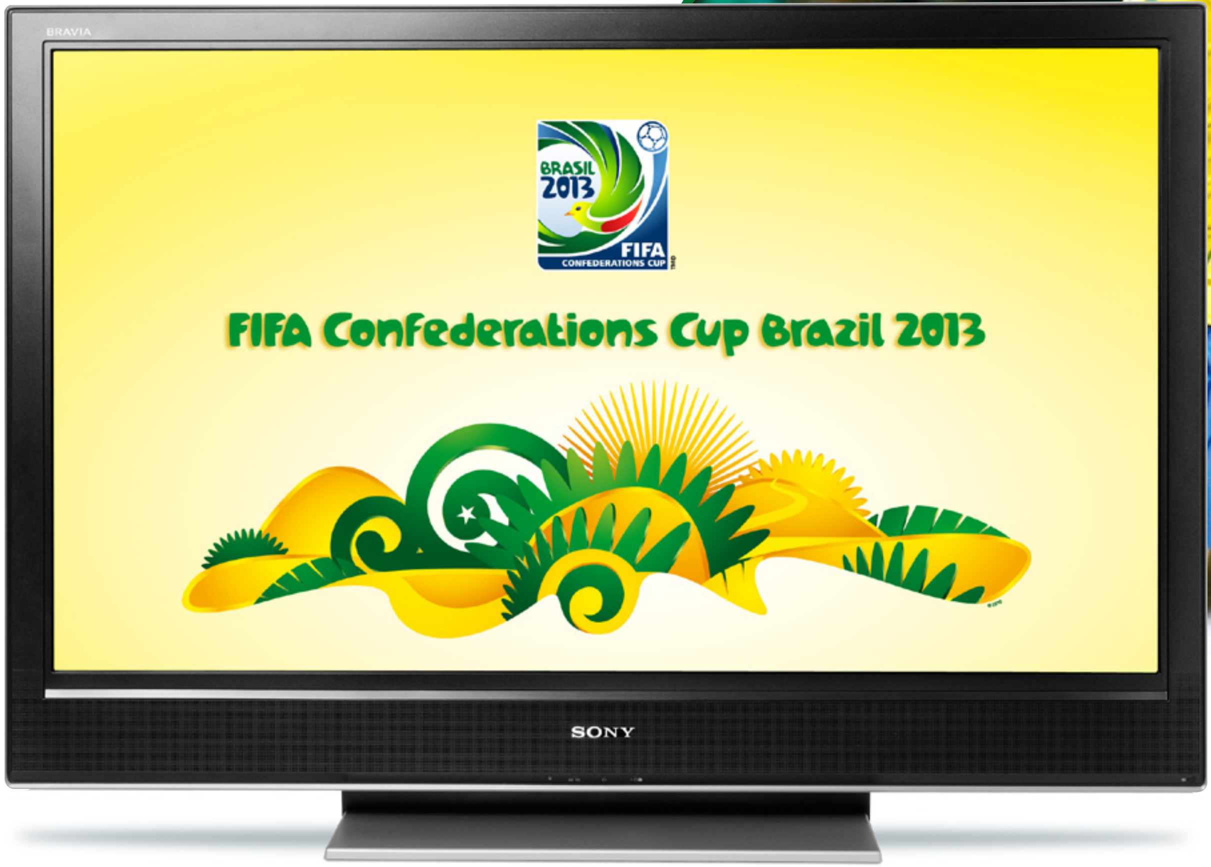


Please refer to the Legal Notice page for further information on correct background use.

ON-SCREEN

Specific Artworks have been created for on-screen use. These are available as full colour Vector Graphics in RGB colours.

! Pixel versions of the Official Emblem can be created by opening and re-saving the Vector Artwork in Adobe® Photoshop®.

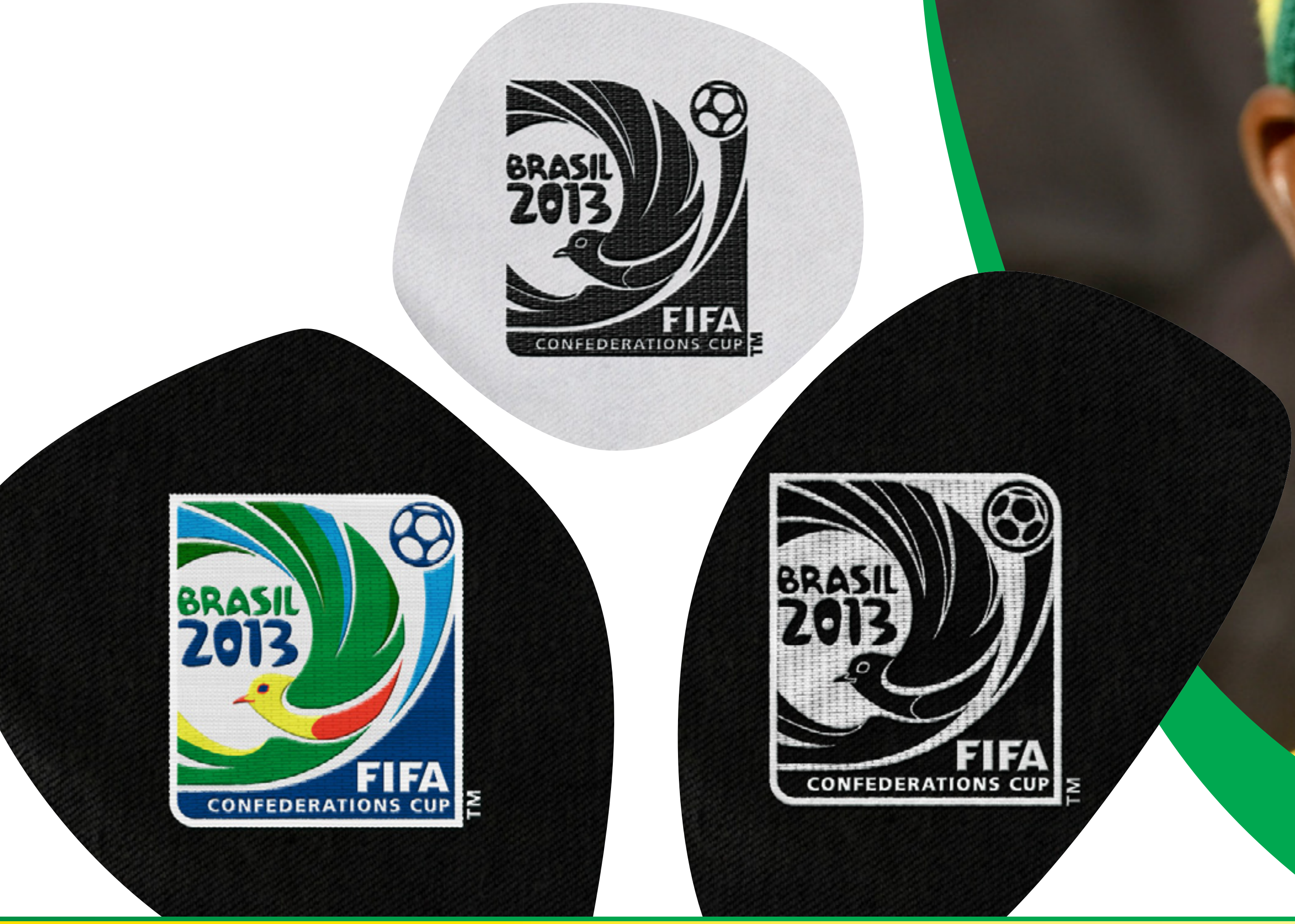

BRAVIA
BRASIL 2013
FIFA
CONFEDERATIONS CUP
FIFA Confederations Cup Brazil 2013
SONY

SPECIAL APPLICATIONS

EMBROIDERY

Modified Artwork has been created for embroidery processes to ensure best possible reproduction of the Official Emblem.

Artwork is available in full colour as well as black Solid and white Solid.

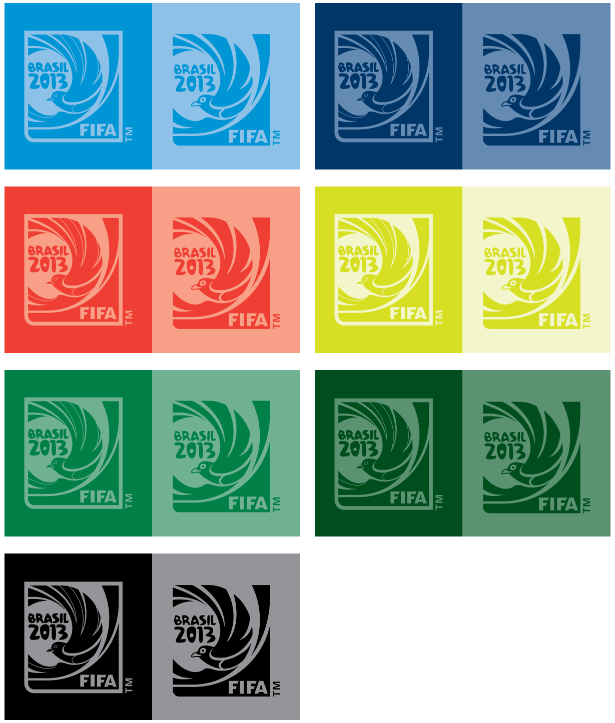

BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM

TONE-IN-TONE EMBROIDERY

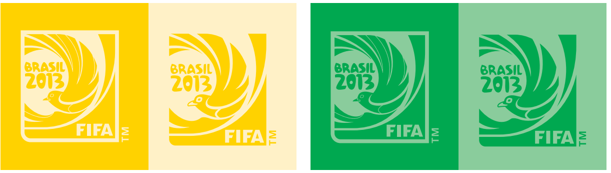
Tone-In-Tone embroidery of the Official Emblem is primarily applied to textiles in a shade of the respective fabric colour.

The black Solid Artwork files have to be used if the Official Emblem is darker than the background colour; the white Solid files are used to create the desired effect if the Official Emblem appears lighter than the background colour.

Official Emblem Colours



Official Look Colours

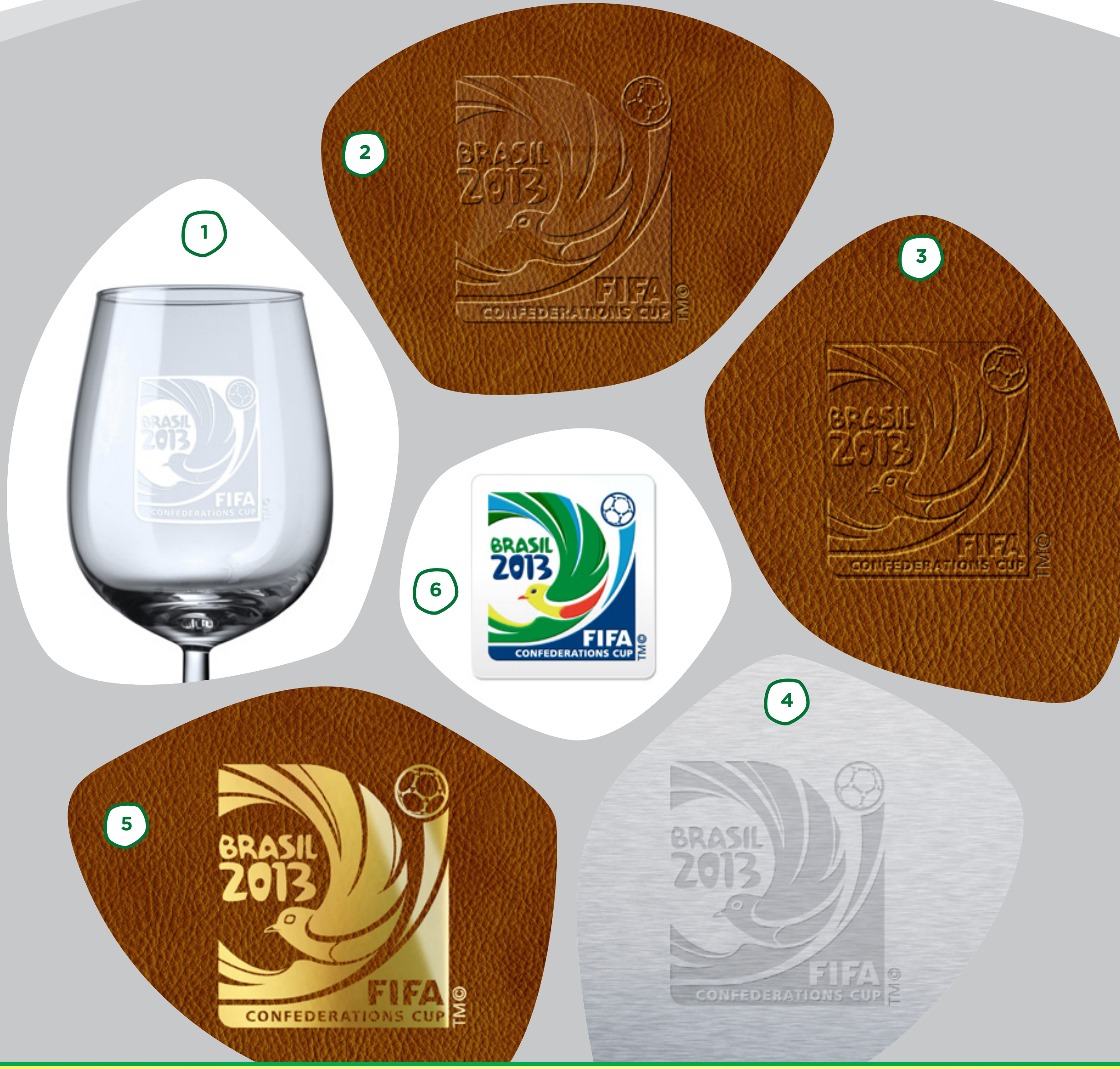


- Any colour from the Event Colour Palette may be used for this purpose. Additional colours are also possible.
- Tone-In-Tone may also be approved for other special applications, eg. frosted decals on glass. All such applications will be approved on a case-by-case basis.

EMBOSSING, ENGRAVING AND DEBOSSING

Artwork is provided for the most common special application processes. If a selected Artwork does not provide the desired result, please try to use a print file instead (eg. for laser engraving).

Please note that for all the special applications shown here the effect should be reproduced directly onto the substrate; no background colour should be added to ‘fill’ the Official Emblem.



1. **Engraving & etching**
The practise of incising a design by cutting grooves into a hard surface, such as glass or metal.

2. **Embossing (raised)**
The process of raising paper and other materials by pushing the image up above the original surface.

3. **Debossing (stamped)**
The process where the cutter dye pushes the image down below the original surface, impressing the design into the surface of the material.

4. **Laser engraving**
This process uses lasers to engrave or mark a surface using a computer system achieving very precise and clean engraving.

5. **Foiling**
A printing process that transfers a very thin layer of shiny metallic alloy onto the printed surface.

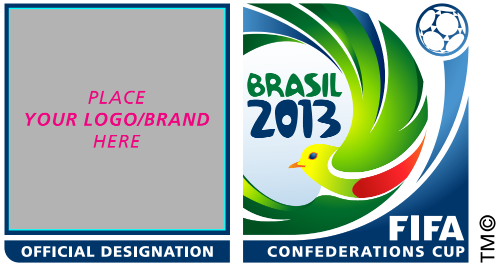
6. **Rubber cut-outs**
In this process, an image is carved from or laser engraved into a sheet of rubber. The rubber cut-out is then mounted onto a piece of fabric for example.

COMPOSITE LOGO

INTRODUCTION

Composite Logos are not available to all user groups. Please consult your agreement to check your usage rights.

The Composite Logo is the combination of the Official Emblem with another logo or logotype in a prescribed relationship, accompanied by an Official Designation which describes that relationship. To help create a Composite Logo, Artwork templates are provided on the **FIFA Digital Archive** in different formats and colours.



Based on the special relationship FIFA Partners and the National Supporters have with the brand, they can choose to use the supplied, recommended template unaltered or create their own form of Composite Logo. This would include the use of the Official Emblem and their own corporate logo or logotype in a 'loose' combination.

The only requirement is that the Official Emblem is used correctly, in accordance with the principles shown in this Brand Manual.

Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

A WARM WELCOME FROM THE SAMPLE COMPANY

Lead testis maio eiciatque nihitat.Me volupta taectiatum quae volesti onseque nim quaspitat latur? Apedipis vel is de eum hicatibus post, voluptati re.

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Eped quidicatia persped ut harum corete moloribusa nobite optate dem suntem. Ut voluptam conectiost, ut architiore nus modisqui que pa sin por am, sitis res maxim im nihitatiat et quia vel idus.

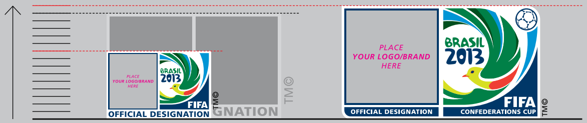
Please note that all usage principles and parameters defined for the Official Emblem also apply to the Composite Logo, with the exception of the size ranges which are specified on the next page.

SIZES

The Composite Logo Artwork is available in different sizes to ensure best possible quality across all reproduction processes. Minimum Size and size ranges differ according to usage and application of the Composite Logo.

FIFA Confederations Cup
Brazil 2013
Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP

Size Measurement


PLACE YOUR LOGO/BRAND HERE
BRASIL 2013
FIFA
OFFICIAL DESIGNATION
CONFEDERATIONS CUP
TM©

Size Ranges

Print Formats – Full Colour Tonal:	Large	15 mm +
Print Formats – All other Formats:	Small Large	9 – 14 mm 15 mm +
On-screen Formats:	Small Medium Large	57 – 100 pixels 101 – 200 pixels 201 pixels +
Embroidery Formats:	Small Large	45 – 64 mm 65 mm +
Embossing/Engraving & Debossing Formats:	Small Large	9 – 14 mm 15 mm +

- Sizes are measured in total height of the Composite Logo incl. keyline.
- Artwork is provided at Minimum Size.
- Where possible, reproduce the Composite Logo at a size larger than the minimum.
- Take care to use the size and format that will best reproduce on your item.

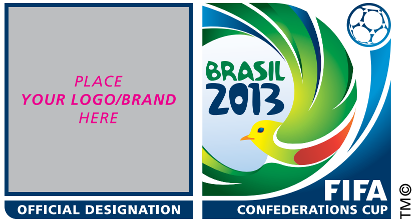
BUILDING TUTORIAL

You have creative freedom when creating your Composite Logo. Your corporate logo or logotype can sit on a white background or can be applied to a colour of your choice.

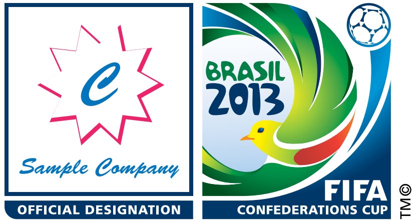
The colour of the frame around the corporate logo and the box holding the Official Designation are pre-defined and as provided on the **FIFA Digital Archive**. Please do not re-colour them and do not change the colour of the Official Emblem.

The area holding your corporate logo has to be clearly defined. If you decide to remove the encasing frame, the area needs to be filled with a strong colour which defines this area in its entirety.

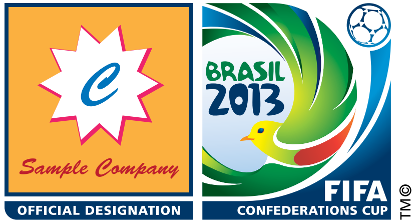
Tall


PLACE
YOUR LOGO/BRAND
HERE
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

Composite Logo template as provided on the FIFA Digital Archive.

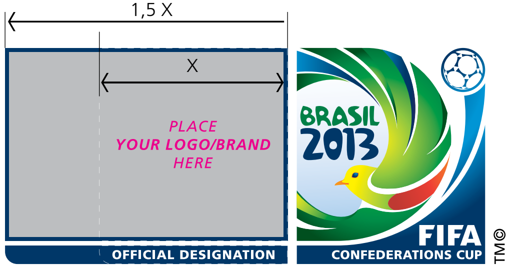

Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

The corporate logo can be placed on a white background, provided that the frame is retained.

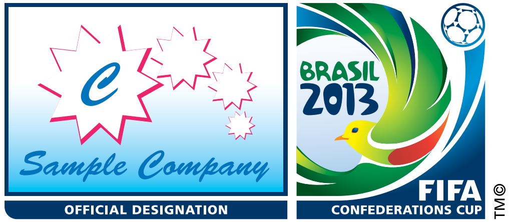

Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

Even if the background colour is dark enough to provide sufficient contrast, the frame may be retained by choice.

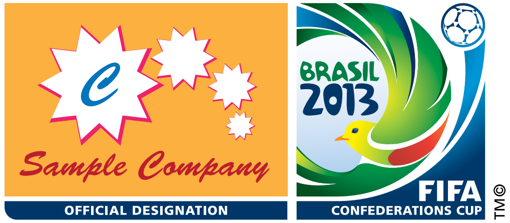
Wide


1,5 X
X
PLACE
YOUR LOGO/BRAND
HERE
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

The area holding the corporate logo may be extended by a maximum of 50% of the original width.


Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

If the background colour does not provide sufficient contrast across the whole area, the frame has to be retained.

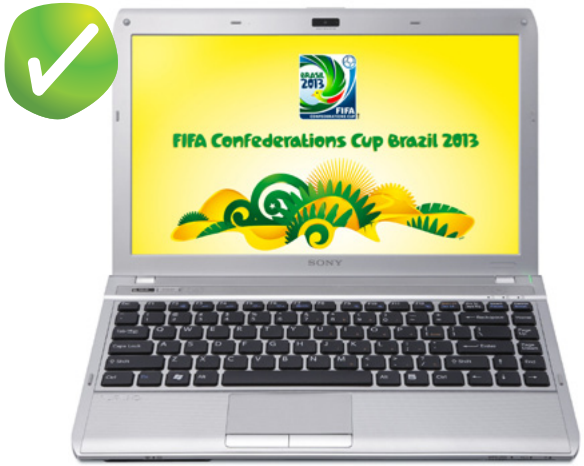

Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©

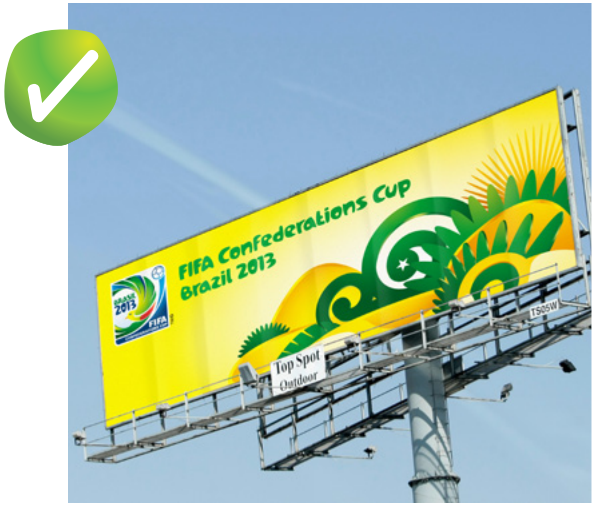
If the chosen background colour clearly defines the area holding the corporate logo, the frame may be deleted.

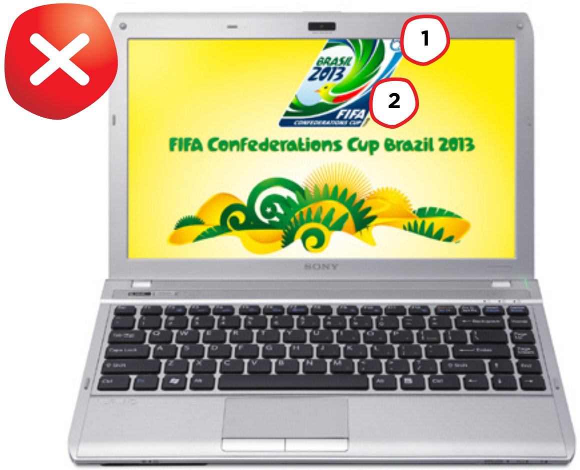
GETTING IT RIGHT

APPLICATION EXAMPLES

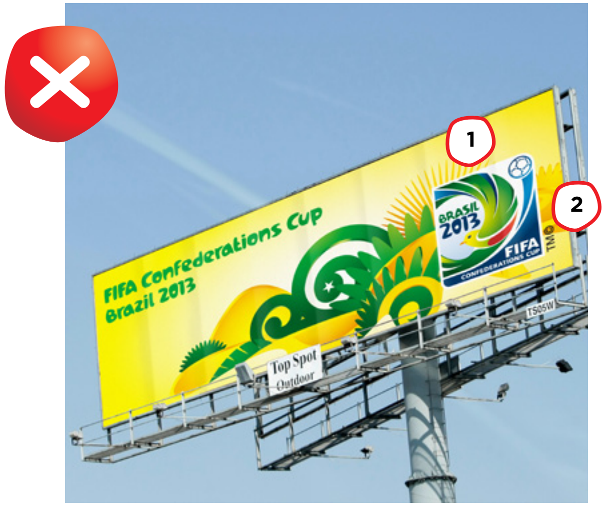
Some application examples have been created to demonstrate correct use of the Official Emblem and Composite Logo.


✓
BRASIL 2013 FIFA
FIFA Confederations Cup Brazil 2013
SONY

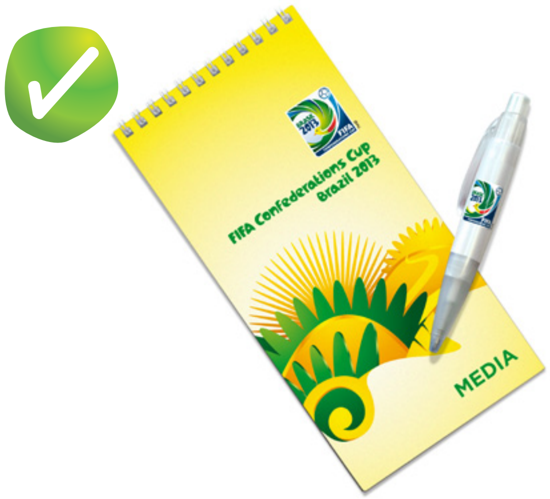

✓
BRASIL 2013 FIFA
FIFA Confederations Cup Brazil 2013
Top Spot Outdoor


✗
BRASIL 2013 FIFA
1
2
FIFA Confederations Cup Brazil 2013
SONY

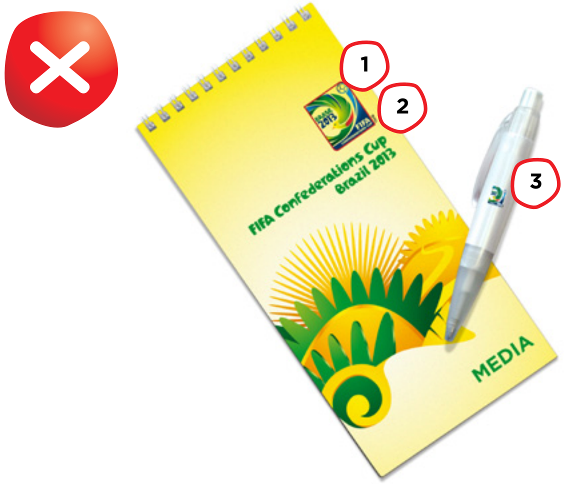
1 Don’t crop the Official Emblem
2 Don’t stretch or otherwise change the Official Emblem


✗
1
2
BRASIL 2013 FIFA
FIFA Confederations Cup Brazil 2013
Top Spot Outdoor

1 Don’t apply the Official Emblem to a busy background
2 Adjust (reduce) the size of the Legal Notice in large applications

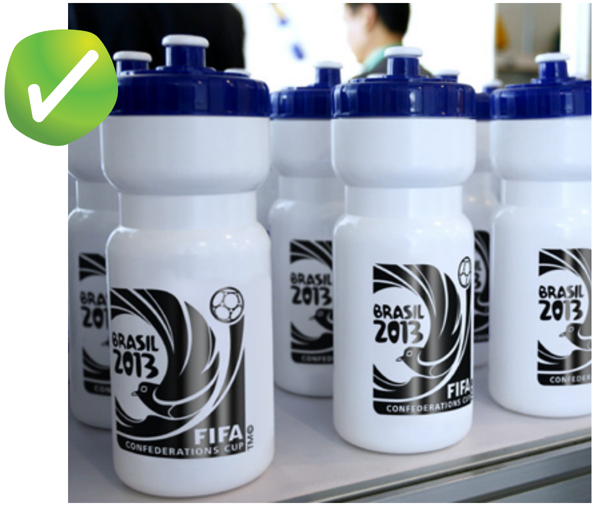


✓
FIFA Confederations Cup Brazil 2013
MEDIA

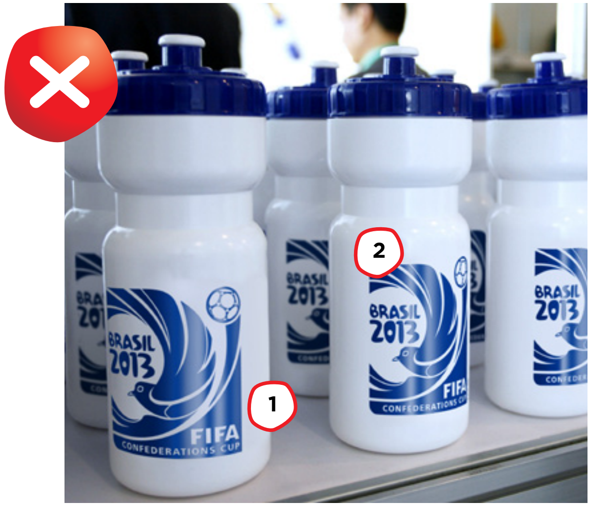


✗
1
2
3
FIFA Confederations Cup Brazil 2013
MEDIA

1 Don’t delete white from the Official Emblem
2 Don’t re-colour the keyline of the Official Emblem
3 Don’t apply the Official Emblem outside of the approved size ranges (smaller than Minimum Size)

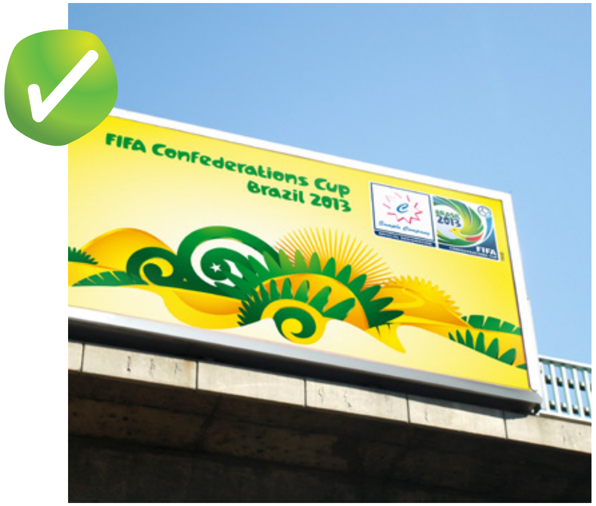


✓
BRASIL 2013
FIFA CONFEDERATIONS CUP

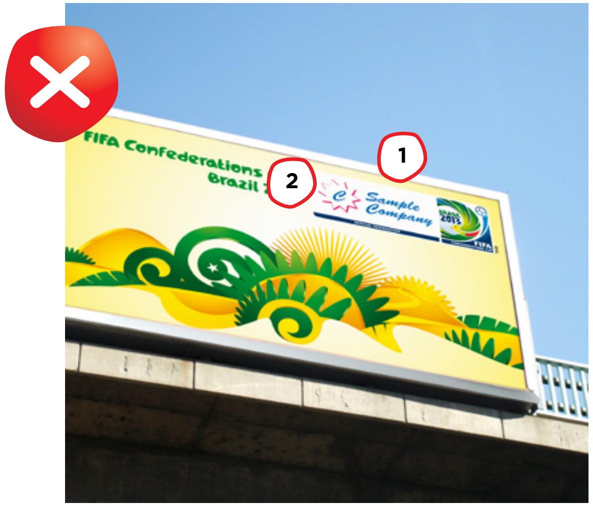


✗
2
1
BRASIL 2013
FIFA CONFEDERATIONS CUP

1 Don’t delete the Legal Notice
2 Don’t re-colour the Official Emblem



✓
FIFA Confederations Cup Brazil 2013
Sample Company

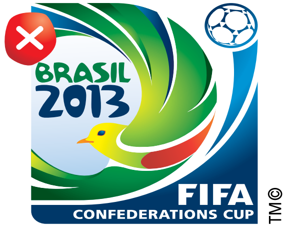


✗
FIFA Confederations Brazil
1
2
Sample Company

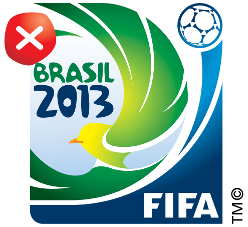
1 Don’t extend the corporate logo area more than 50% of its original width
2 Don’t delete the frame encasing the corporate logo area unless it is filled with a clearly contrasting colour

TAKE CARE OF THE OFFICIAL EMBLEM

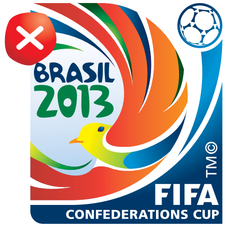
The Official Emblem is vital to the identification and branding of the tournament. Given its importance, please find below more examples of ways the Official Emblem should not be applied.



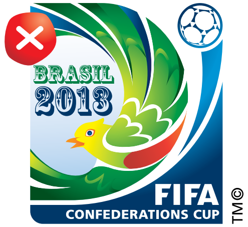
Don't alter the proportions or distort



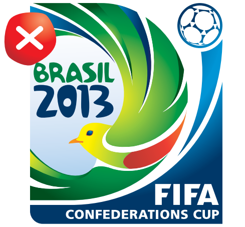
Don't remove elements



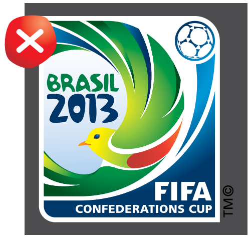
Don't recolour or rearrange elements



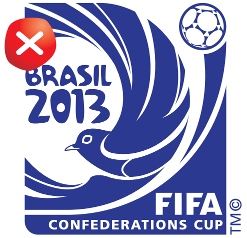
Don't redesign elements



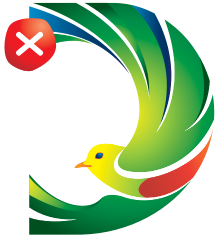
Don't remove the Legal Notice



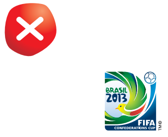
Don't use a black Legal Notice on dark background



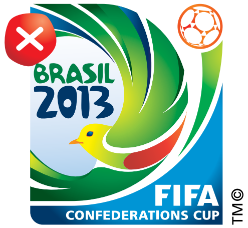
Don't re-colour the Official Emblem



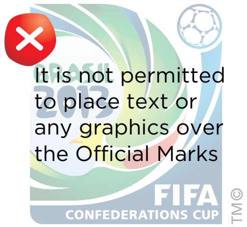
Don't use any elements as stand-alone graphics



Don't use Artwork out of its approved size range

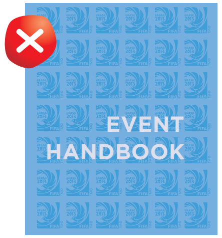


Don't use non-approved colours

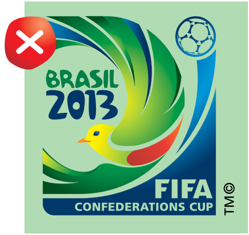


It is not permitted to place text or any graphics over the Official Marks

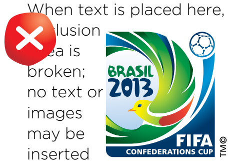
Don't Watermark or reproduce with an opacity



Don't create a repeat pattern or use Tone-In-Tone in print

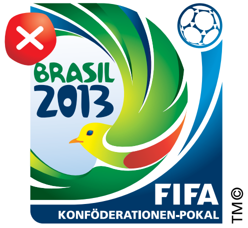


Don't delete white from the colours used

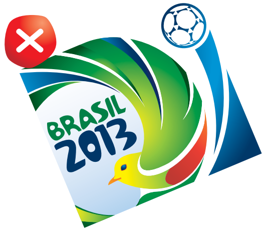


When text is placed here, the exclusion area is broken; no text or images may be inserted within the defined Clear Zone as this would diminish the impact of the Official Marks.

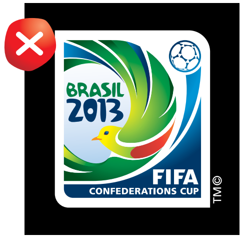
Don't break the Exclusion Area



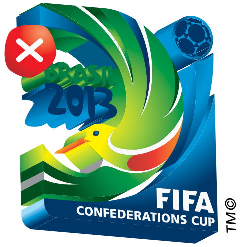
Don't use languages other than English



Don't crop off any element or rotate

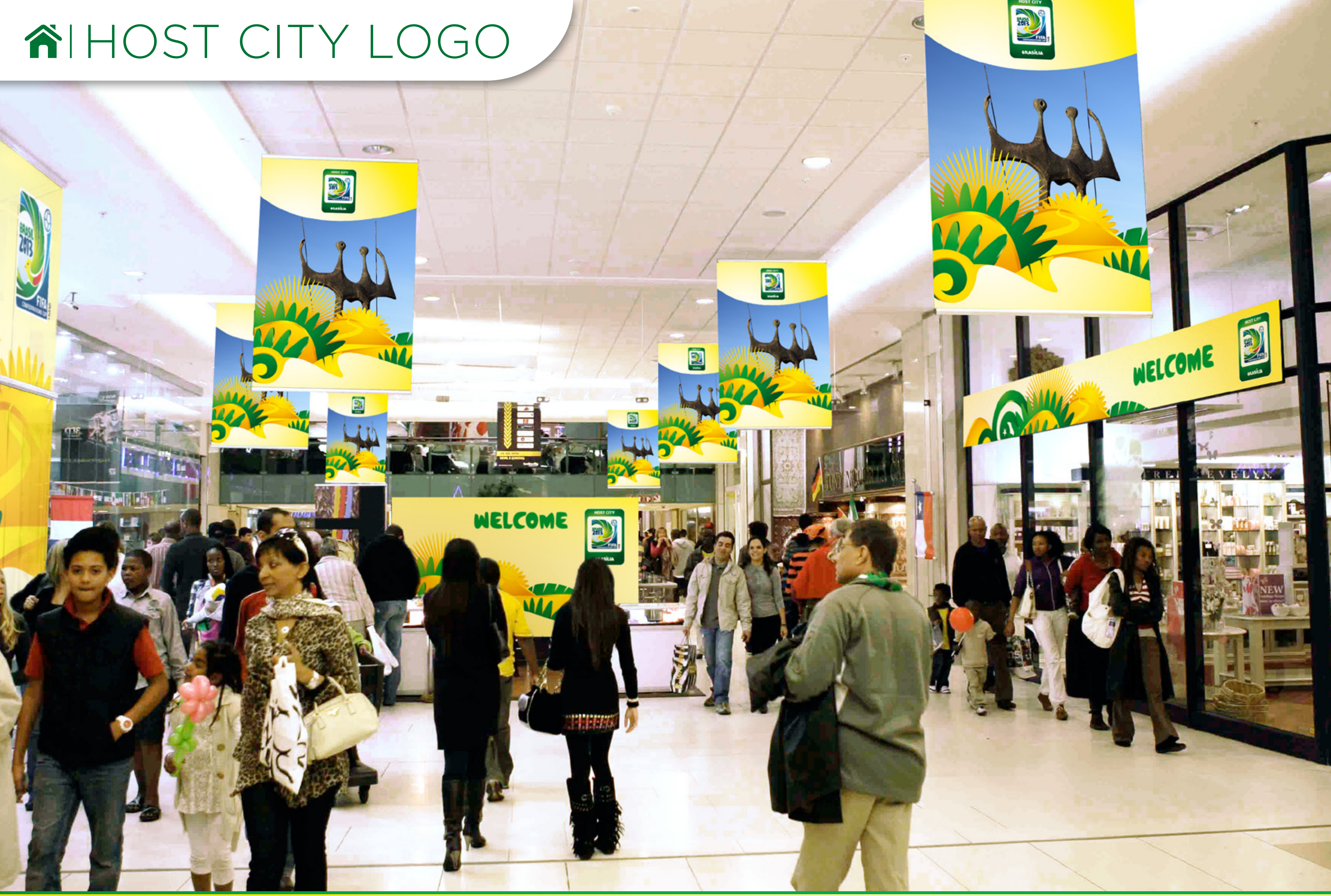


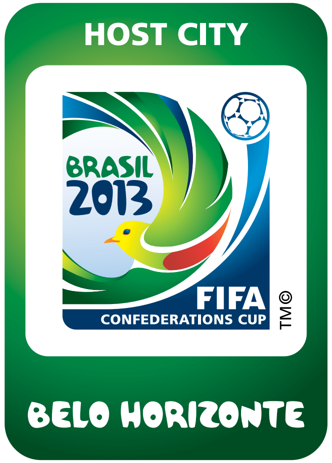
Don't keyline any elements or change line weights



Don't create 3-D versions of the Official Emblem

HOST CITY LOGO


WELCOME
HOST CITY
BRASIL 2013
FIFA
BRASÍLIA
WELCOME
EVELYN
NEW


HOST CITY
BRASIL 2013
FIFA CONFEDERATIONS CUP
TM©
BELO HORIZONTE

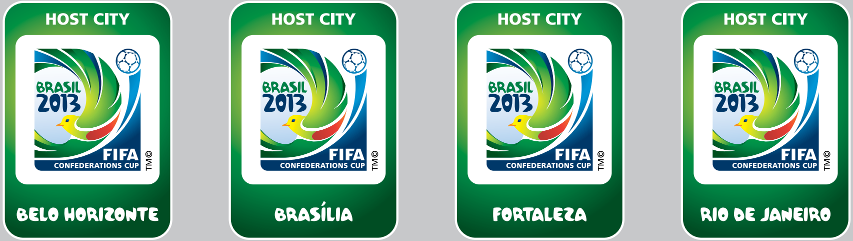
INTRODUCTION

The Host City Logos are designed for use by all FIFA Confederations Cup Brazil 2013 Host Cities. They comprise the Official Emblem, complete with mandatory Legal Notice, a ‘Host City’ Official Designation and city name as a footer. All elements are contained within a unique framework.

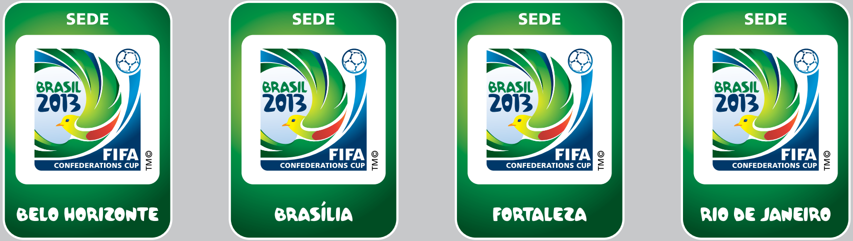
There are individual logos for each Host City and no part of the design may be altered or omitted.

The Host City Logos are available in English and Portuguese. Artwork is provided on the **FIFA Digital Archive.**

ENGLISH VERSION


HOST CITY
BELO HORIZONTE
HOST CITY
BRASÍLIA
HOST CITY
FORTALEZA
HOST CITY
RIO DE JANEIRO

PORTUGUESE VERSION


SEDE
BELO HORIZONTE
SEDE
BRASÍLIA
SEDE
FORTALEZA
SEDE
RIO DE JANEIRO

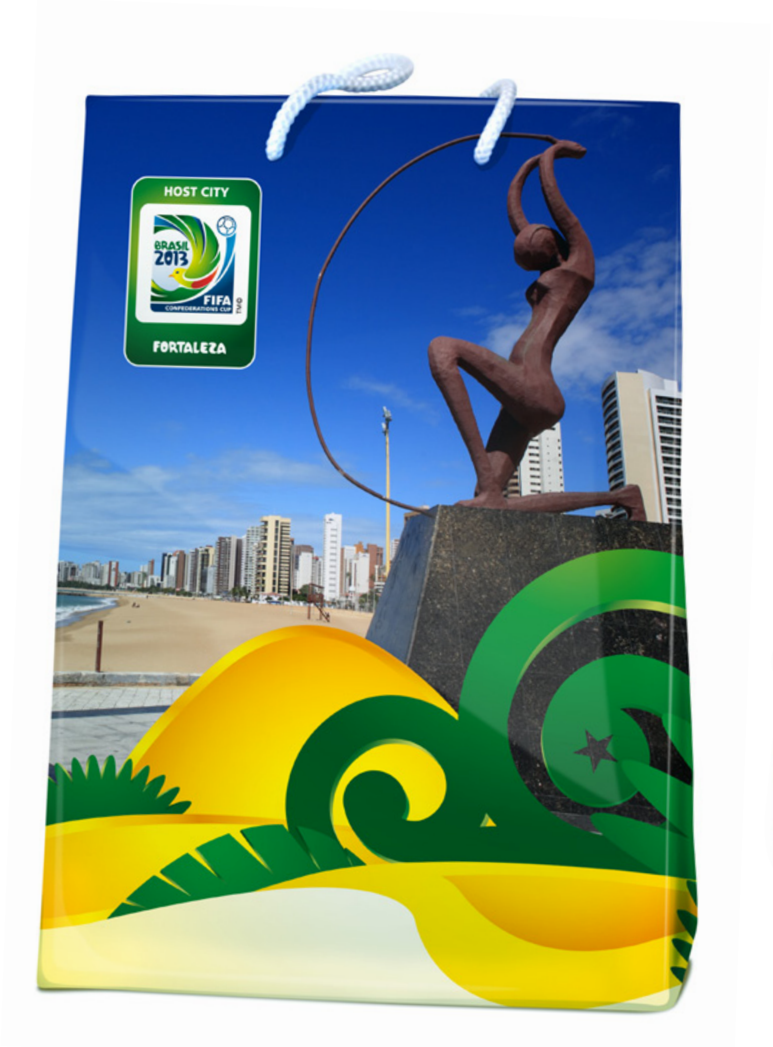
Please note that the majority of the usage principles and parameters defined for the Official Emblem also apply to the Host City Logos. Exceptions are specified on the next pages.

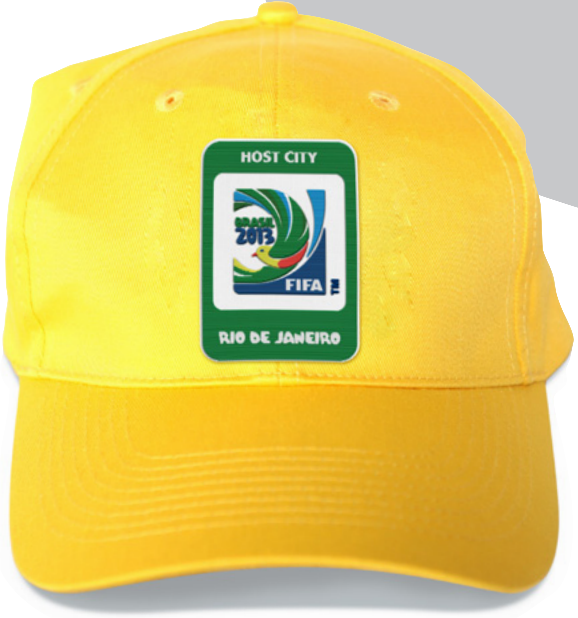
LEGAL NOTICE

LEGAL MARKING

A Legal Notice is provided with all Artwork files, in the position and size best suited for the intended use of the Host City Logos.

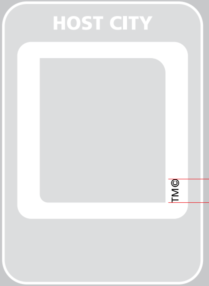
The standard legal marking is TM©. Due to the technical limitations of the process, it has been simplified to a stand-alone TM in all embroidery Artwork files.


HOST CITY
BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM©
FORTALEZA

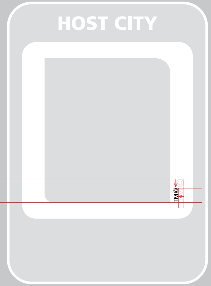

HOST CITY
BRASIL 2013
FIFA
TM
RIO DE JANEIRO

RE-SIZING

The Legal Notice may be reduced proportionally if the Host City Logos are printed larger than 70 mm in height to ensure that it does not become too dominant. The minimum acceptable size is 3 points. If applied to a white background, it may be moved a little closer to the Official Emblem for best balance.


HOST CITY
TM©

Host City Logo smaller than 70 mm


HOST CITY
TM©

Host City Logo larger than 70 mm:

Legal Notice reduced in size and moved closer

SIZES

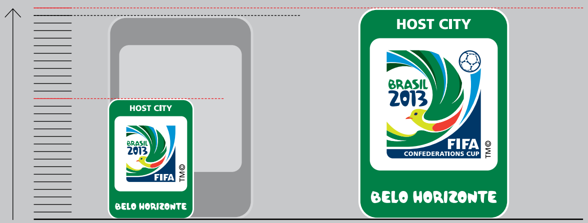
The Host City Logo Artwork is available in different sizes to ensure best possible quality across all reproduction processes. Minimum Size and size ranges differ according to usage and application of the Host City Logos.

Size Ranges

Print Formats – Full Colour Tonal:	Large	28 mm +
Print Formats – All other Formats:	Small	16 – 27 mm
	Large	28 mm +
On-screen Formats:	Small	100 – 187 pixels
	Medium	188 – 374 pixels
	Large	375 pixels +
Embroidery Formats:	Small	80 – 120 mm
	Large	121 mm +
Embossing/Engraving & Debossing Formats:	Small	16 – 27 mm
	Large	28 mm +

- Sizes are measured in total height of the Host City Logos.
- Artwork is provided at Minimum Size.
- Where possible, reproduce the Host City Logos at a size larger than the minimum.
- Take care to use the size and format that will best reproduce on your item.

Size Measurement

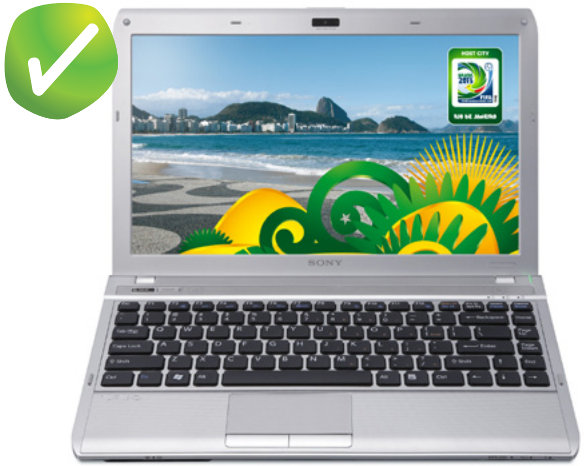

HOST CITY
BRASIL 2013
FIFA
CONFEDERATIONS CUP
BELO HORIZONTE

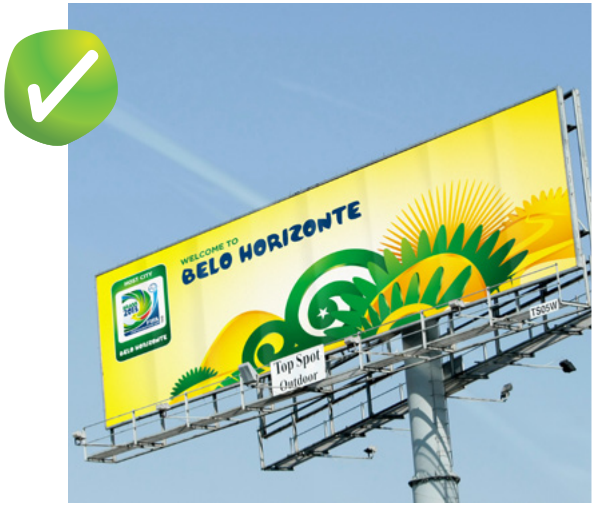
HOST CITY
BRASIL 2013
FIFA
BRASÍLIA

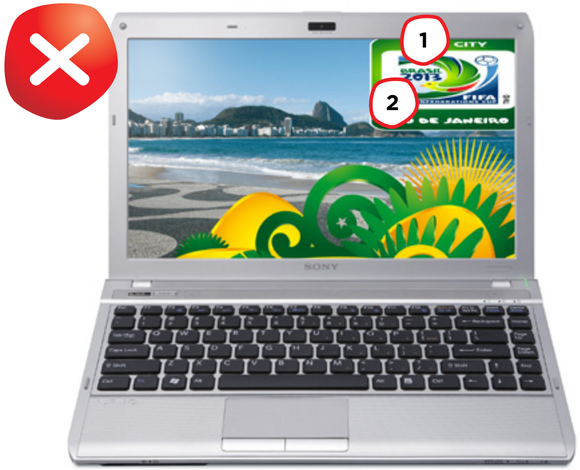
GETTING IT RIGHT

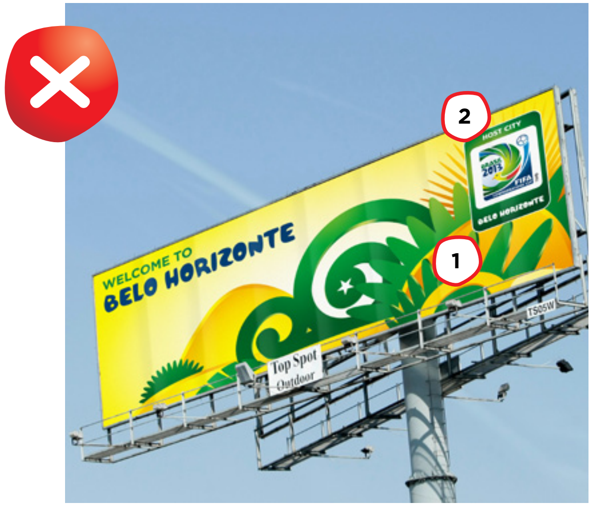
APPLICATION EXAMPLES

Some application examples have been created to demonstrate correct use of the Host City Logos.


✓
HOST CITY
RIO DE JANEIRO
SONY


✓
WELCOME TO
BELO HORIZONTE
HOST CITY
BELO HORIZONTE
Top Spot
Outdoor

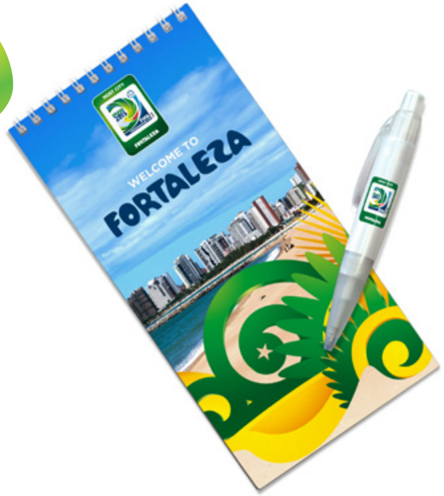

✕
1
2
CITY
BRASIL 2013
FIFA
DE JANEIRO
SONY


✕
2
1
WELCOME TO
BELO HORIZONTE
HOST CITY
BELO HORIZONTE
Top Spot
Outdoor

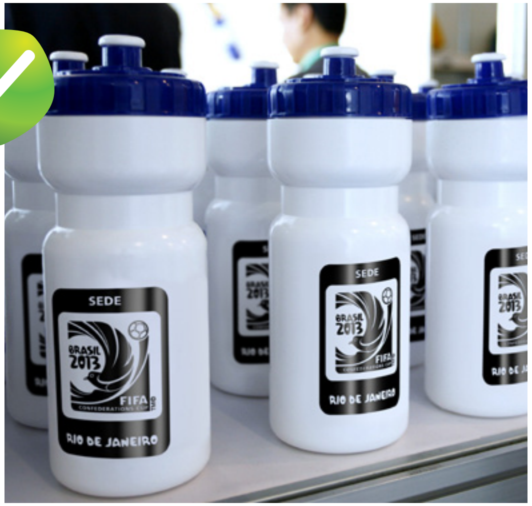
1 Don't crop the Host City Logos
2 Don't stretch or otherwise change the Host City Logos

1 Don't apply the Host City Logos to a busy background
2 Don't use mixed languages on your applications (e.g. headline in English and Host City Logo in Portuguese)

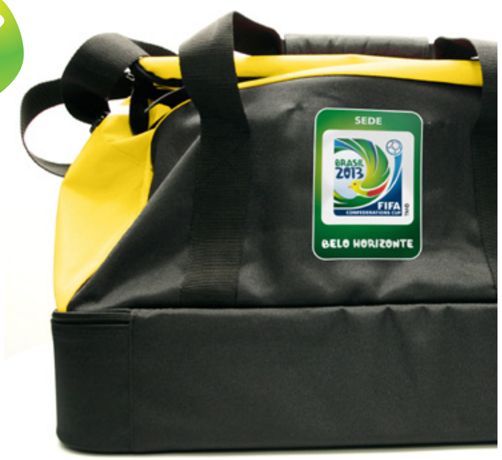
✓



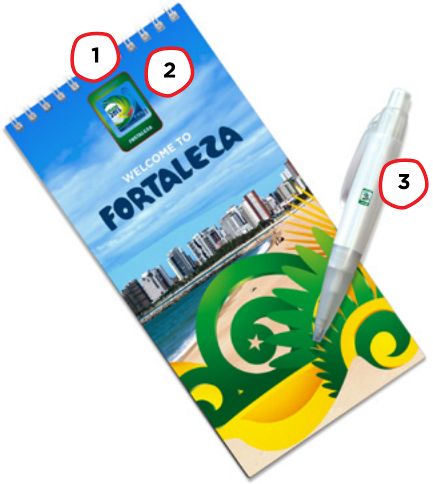
✓



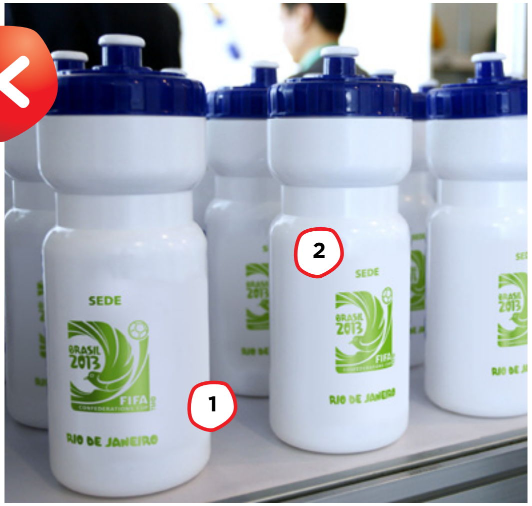
✓



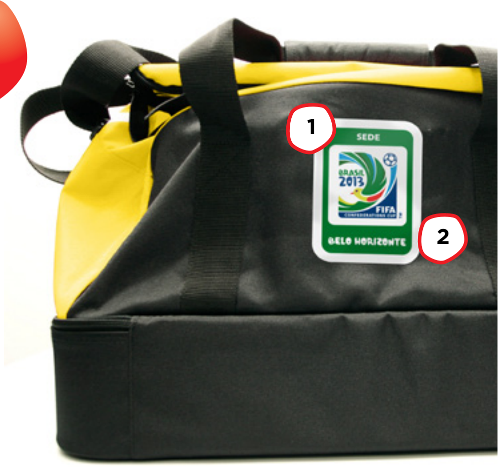
✗



✗



✗

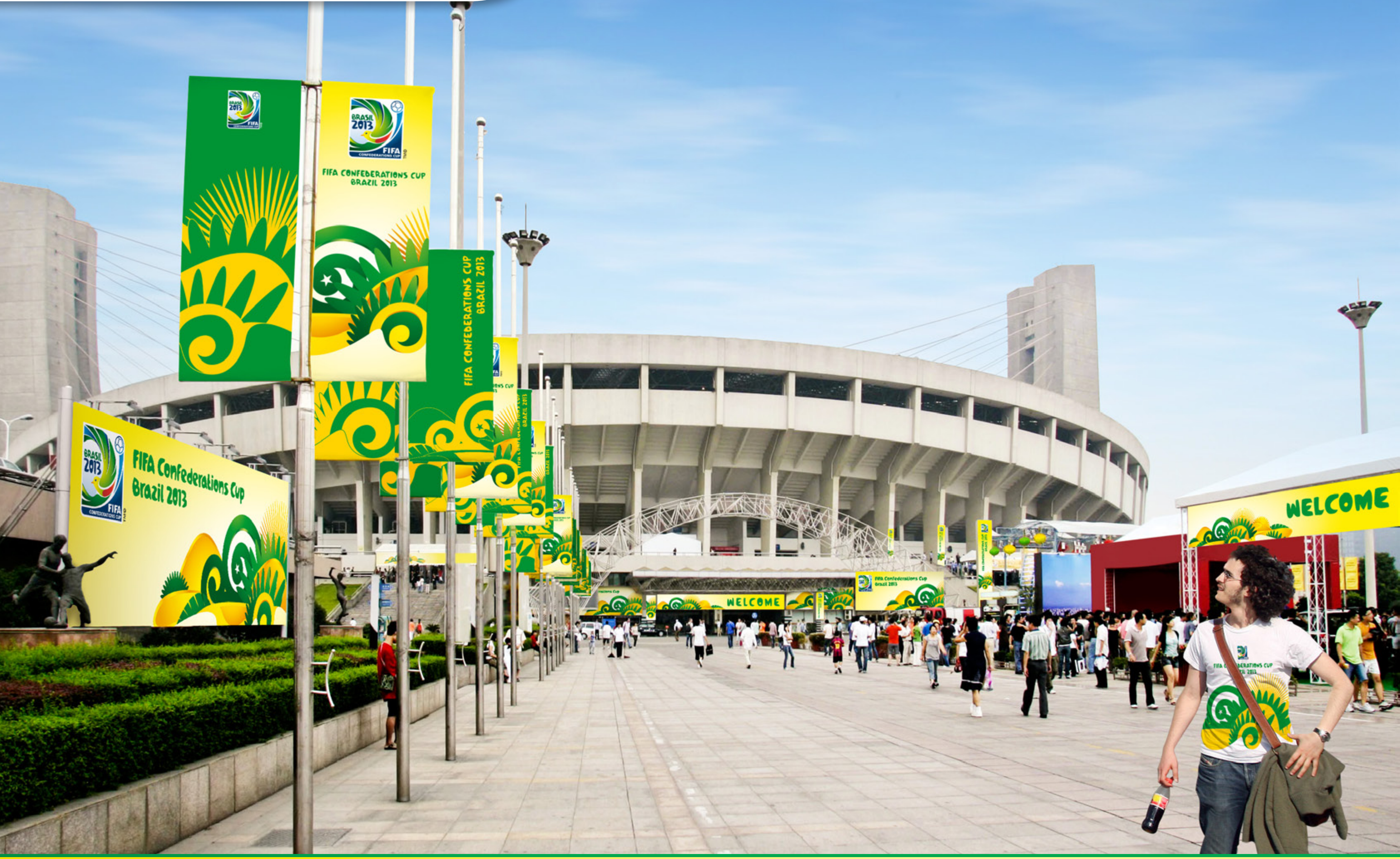


1 Don't delete white from the Host City Logos
2 Don't re-colour the keyline of the Host City Logos
3 Don't apply the Host City Logos outside of the approved size ranges (smaller than Minimum Size)

1 Don't delete the frame encasing the Host City Logos
2 Don't re-colour the Host City Logos

1 Don't reproduce embroidery Artwork in print processes
2 Don't enlarge the keyline around the Host City Logos

OFFICIAL LOOK


BRASIL 2013
FIFA
FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA Confederations Cup Brazil 2013
WELCOME
WELCOME

INTRODUCTION

DESIGN STORY

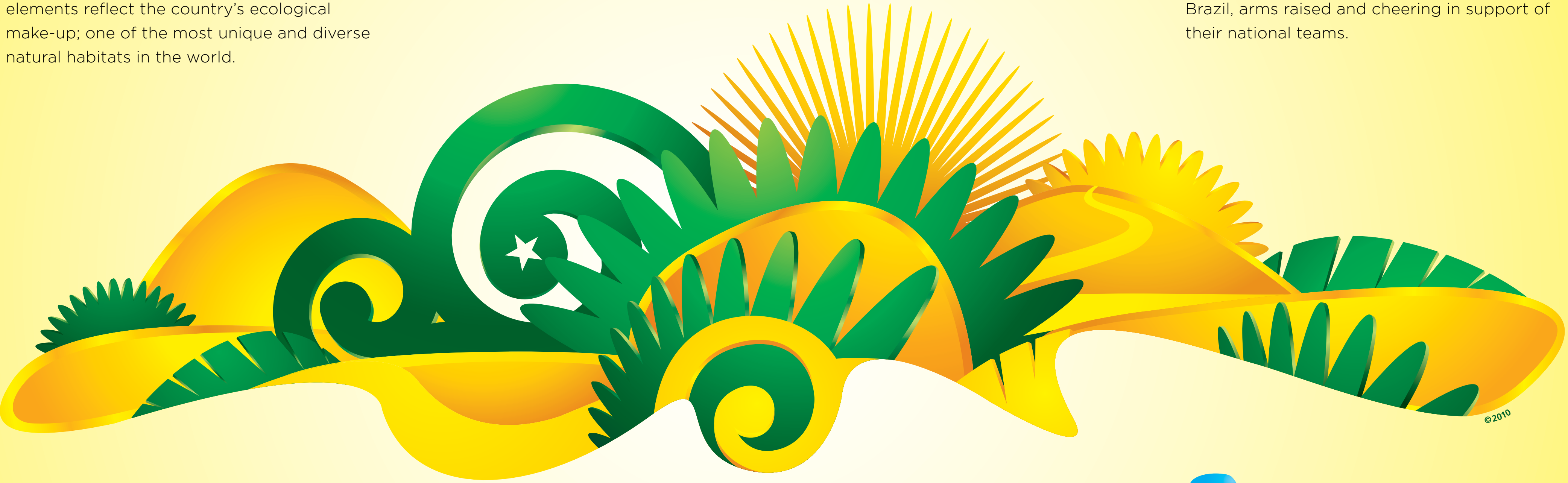
The brand design of the FIFA Confederations Cup 2013 is a 2014 FIFA World Cup Brazil™ derivative, developed from the mono-coloured format into its own distinctive feel.

The Official Look is inspired by the natural beauty of Brazil. The individual graphic elements reflect the country's ecological make-up; one of the most unique and diverse natural habitats in the world.

The Official Look is spontaneous and free flowing; the dynamic curves and shapes, rhythm and movement capture the skill of the beautiful game and echo Brazil's carnival atmosphere and passion for football.

Through its colour combination of green and yellow the Official Look has become more recognisably Brazilian.

The shapes evoke feelings of celebration. A celebration, that Brazil will be the host nation of yet another great football competition. Such an ideal environment has allowed for an abstract design where the representation of large jungle leaves can also be suggestive of the football fans filling the stadiums across Brazil, arms raised and cheering in support of their national teams.



- The Official Look is not available to all user groups. Please consult your agreement to check your usage rights.
- The Official Emblem or the Official Event Title should be used in conjunction with the Official Look to promote the event context.
- Additional information on the correct use of the Official Look can be found in Book 2 of the 2014 FIFA World Cup™ Brand Manuals.

FORMATS

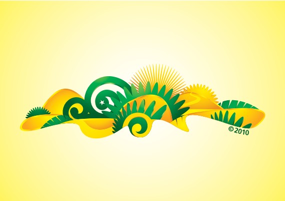
PRINT

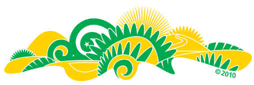
A variety of Artwork is provided to allow reproduction across a number of applications and printing constraints. These include full colour and single colour formats as well as several Cut-out variations.

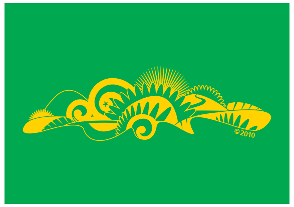
SPECIAL APPLICATIONS

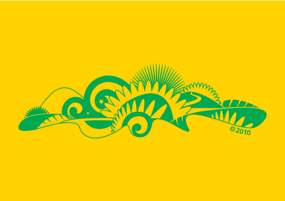
Artwork for special application processes is modified for best results in the selected reproduction environment.

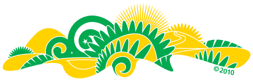
Print

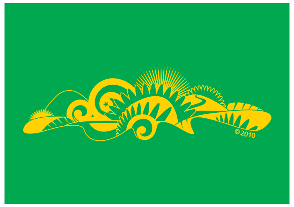

4 Colour CMYK Tonal

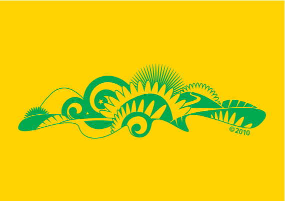

4 Colour CMYK Flat

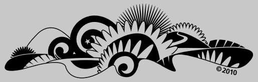

Yellow CMYK Flat Cut-out

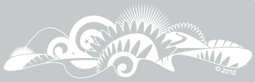

Green CMYK Flat Cut-out


Pantone Solid

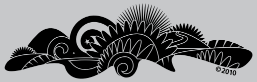

Yellow Pantone Solid Cut-out

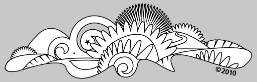

Green Pantone Solid Cut-out


Black Solid Cut-out


White Solid Cut-out

Special Applications


Embossing/Engraving


Debossing

Please refer to the Usage Examples section for creative ideas how to best apply the Official Look to your designs.

COLOURS

OFFICIAL LOOK COLOURS

The colour palette has been defined to work as a background to the Official Emblem and to provide a strong link to the host country. It is important that these colours are always reproduced in the specific breakdowns provided to get the best possible colour matches.

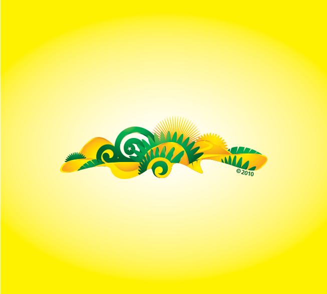
	🟩	🟨
	GREEN	Yellow
	Pantone® 355	Pantone® 116
Cyan	95%	0%
Magenta	0%	16%
Yellow	100%	100%
Black	0%	0%
R	0	255
G	150	208
B	69	0
Hexadecimal	# 009645	# FFCC00

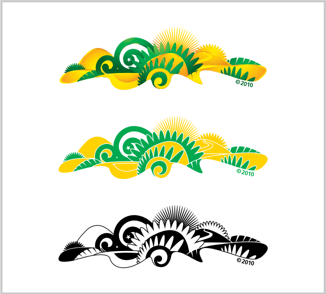
FIFA CONFEDERATIONS CUP
BRAZIL 2013
SONY

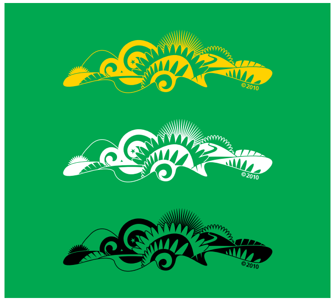
- CMYK and RGB values have been adjusted from those in Pantone® books. To ensure accurate colour matching across all platforms, these adjusted values must be used at all times.
- The colours that appear on your screen or that you print from your computer may not accurately represent the colours.

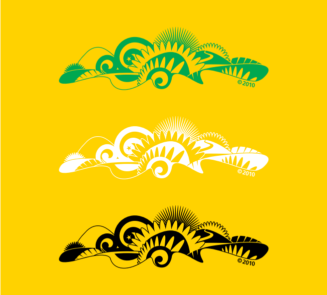
BACKGROUND COLOURS

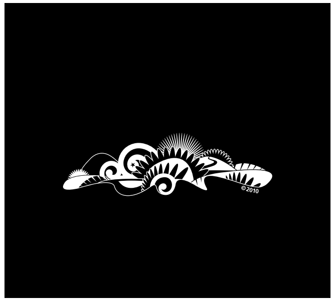
The Official Look of the FIFA Confederations Cup 2013 can be applied to a number of different background colours. The preferred rendition is the full colour Tonal Official Look appearing on a yellow background Gradient. Please refer to the diagram below for further possible combinations, listed in their order of preference.


Yellow background Gradient


White Solid background


Green Solid background


Yellow Solid background

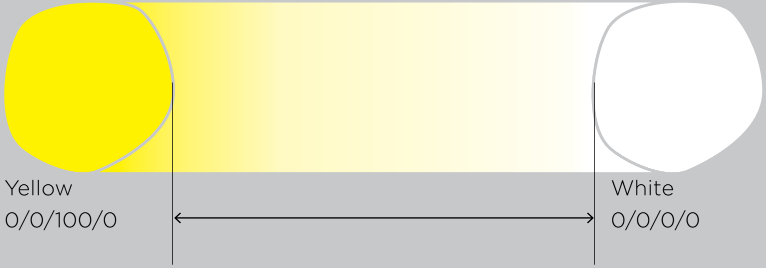

Black Solid background

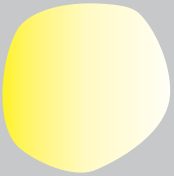
- The above background specifications apply to Artwork set up in CMYK as well as in Pantone® colours.
- All full and single colour Artwork is provided on the preferred type of background thereby simplifying the selection process for the users.

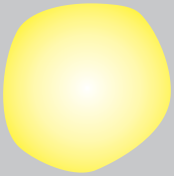
BACKGROUND GRADIENTS

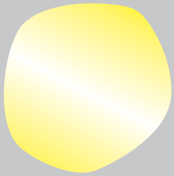
When creating your own Tonal background, please apply a Gradient from yellow (0/0/100/0) to white or vice-versa. This will provide your design with more depth and vibrance. Please refrain from using other colours as they will not provide the desired contrast for the Official Look.

Background Gradients can be created in radial and linear formats, as visualised below. Usage examples are provided later in this section.




Linear gradation from yellow to white


Radial gradation from yellow to white


Linear gradation from yellow to white to yellow

COPYRIGHT NOTICE

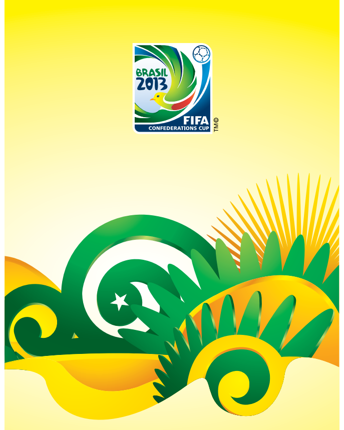
LEGAL MARKING

The Official Look is set up with the Copyright Notice ©2010.

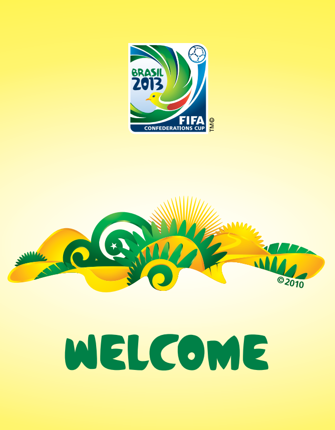
Artwork for all versions of the Official Look is provided on the **FIFA Digital Archive** with the Copyright Notice positioned on the far right at the smallest legible size.

If the Copyright Notice is no longer visible after cropping the Official Look, it does not have to be re-positioned. Should it be only partly visible after the Official Look has been cropped, it should be removed.

VISIBILITY

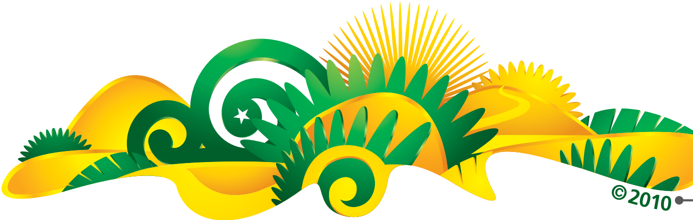


Cropped

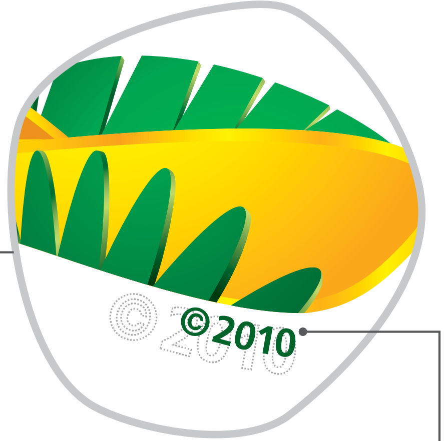


Full

RE-SIZING



When the Official Look is scaled up, the Copyright Notice in its original size will become too dominant and should therefore be reduced whilst remaining in its current position (anchored top right) as shown here.



Scale the Copyright Notice making sure the anchor point is fixed top right

For details on cropping the Official Look, please refer to the respective section in this Manual.

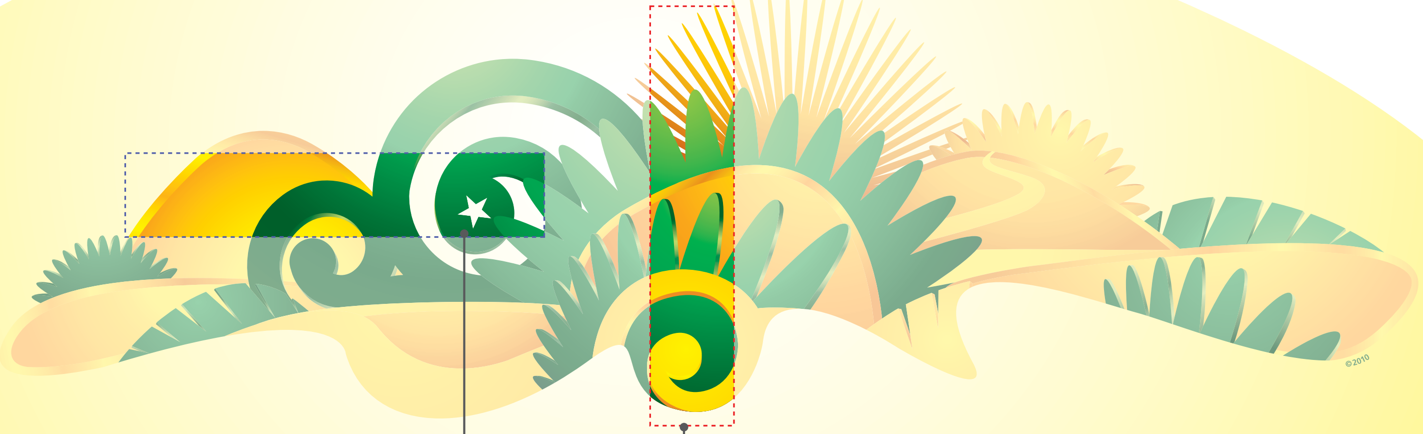
CROPPING

CROPPING PRINCIPLES

The Official Look Artwork can be used in many ways to create unique and dynamic designs. It may be applied in its entirety or cropped.

The following pages explain how different crops can be achieved whilst retaining the brand positioning and values, and not encroaching on the Minimum Crop which ensures correct and consistent use of the Official Look whilst still allowing variety and interest. All formats use the same cropping principles.

The Portrait and Landscape Minimum Crops are defined in all Artwork files through inclusion of guides.

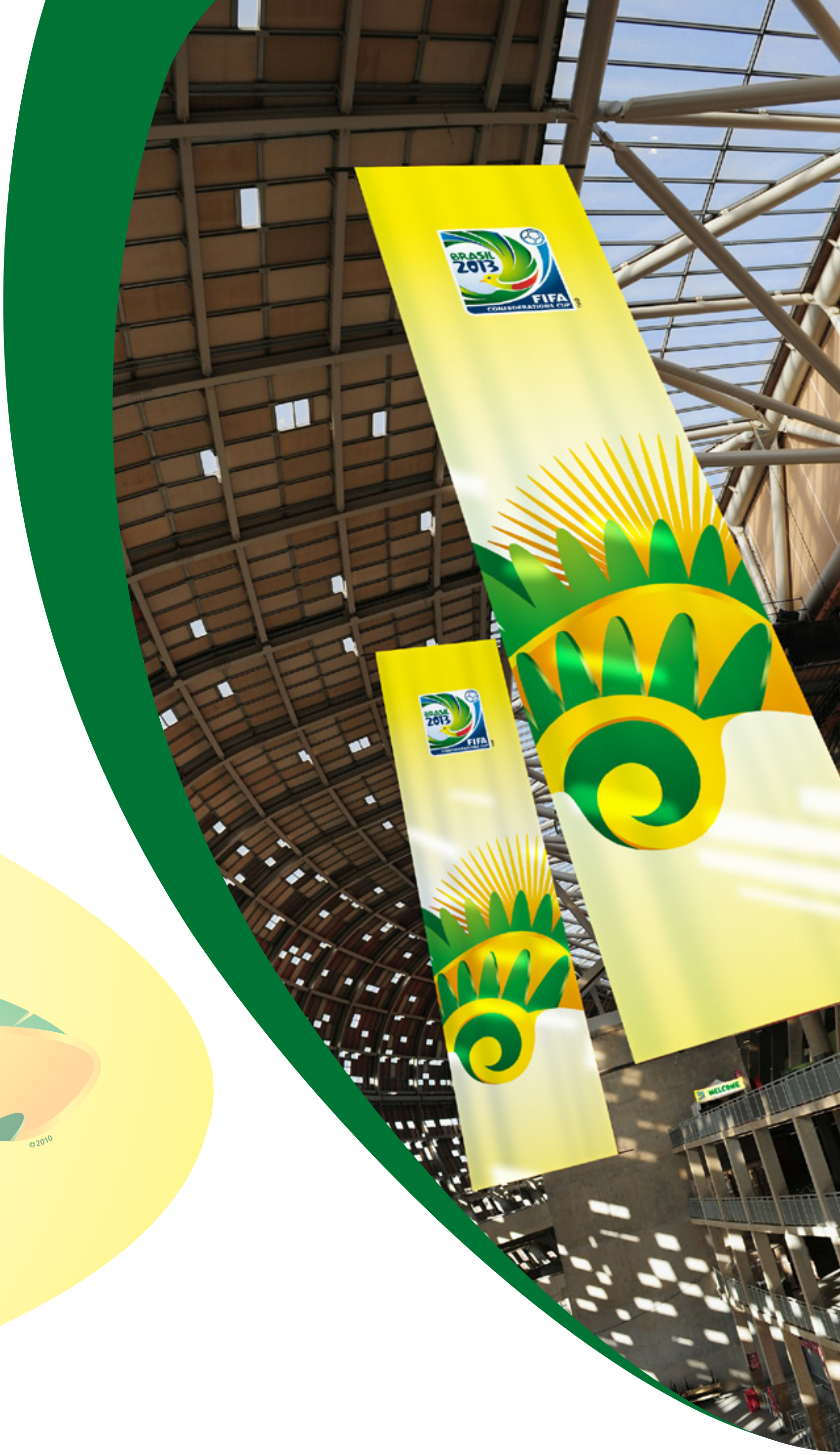


Landscape Minimum Crop

Feature element: Spiral

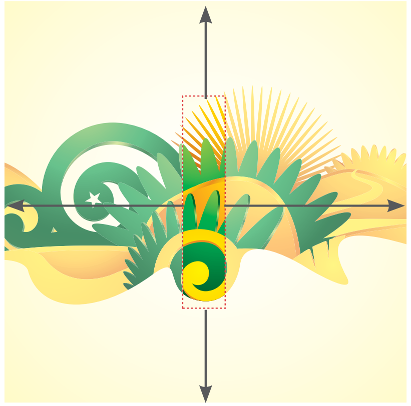
Portrait Minimum Crop

Feature element: Swirl

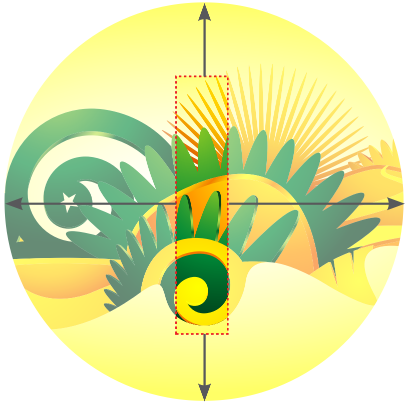


CREATING UNIQUE CROPS

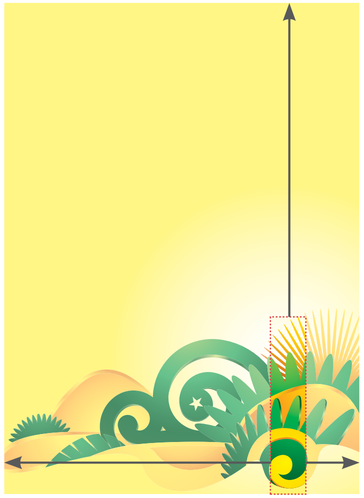
Use a Minimum Crop as the starting point for creating designs, and extend the area horizontally and/or vertically as shown in the diagrams. Consider the end crop area carefully, ensuring there are no awkward shapes or edges. Other shapes and dimensions are possible.



Square shape – swirl is centre

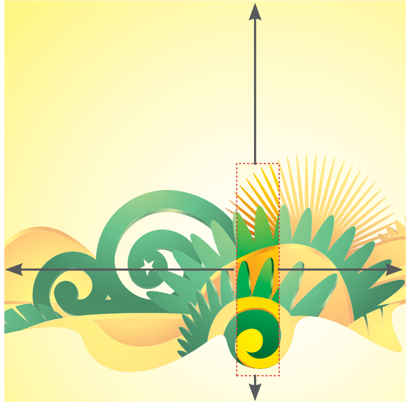


Circular shape – swirl is centre

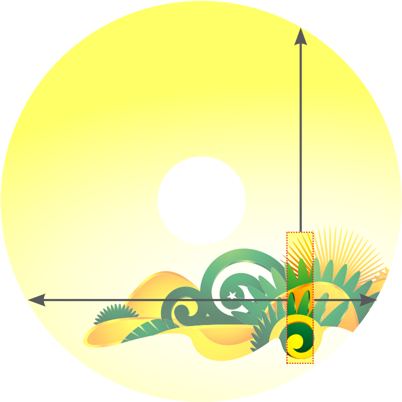


A4 Portrait – swirl is off-centre and Official Look is anchored at the bottom

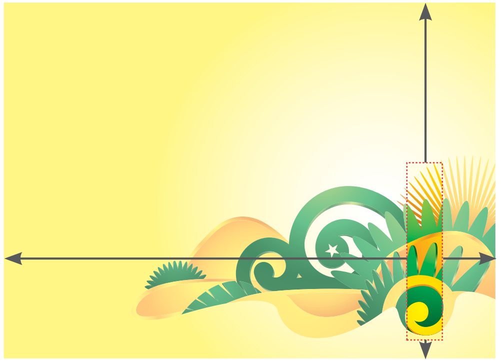
The Portrait Minimum Crop, rather than the Landscape one, is the preferred starting point for your design.



Square shape – swirl is off-centre

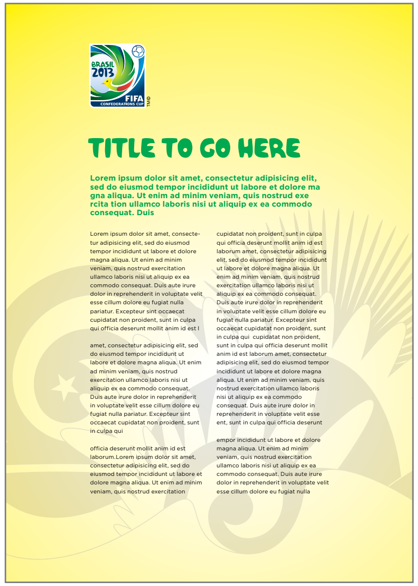


Circular shape – swirl is off-centre



A4 Landscape – swirl is off-centre and Official Look is anchored lower right

WATERMARKING



TITLE TO GO HERE

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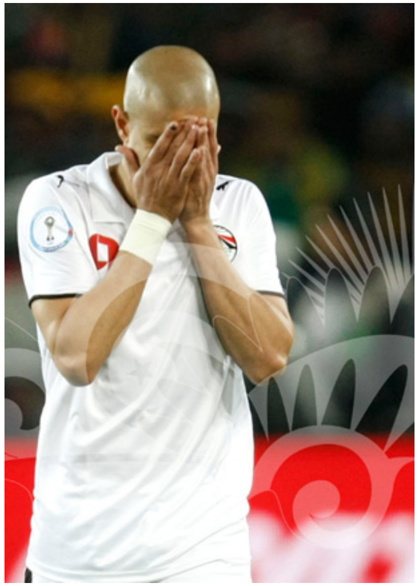
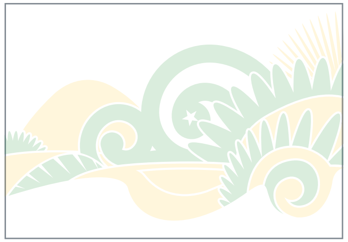
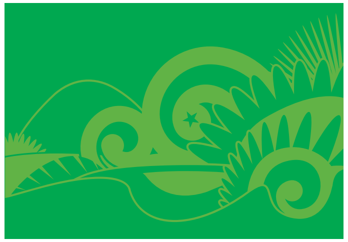
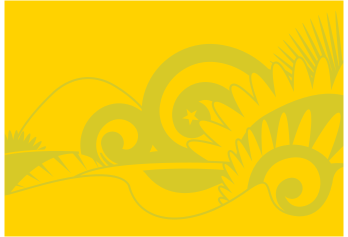




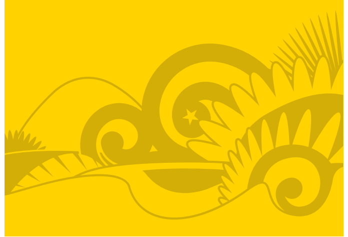
4 Colour CMYK Flat at 15%



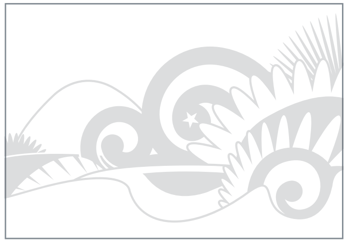
Yellow CMYK Flat Cut-out at 30%



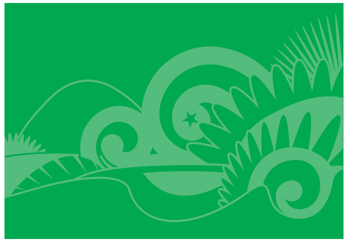
Green CMYK Flat Cut-out at 20%



Black Solid Cut-out at 20%



Black Solid Cut-out at 15%



White Solid Cut-out at 30%

WATERMARKING DOCUMENTS

The Official Look Artwork can be used with opacity over a background (example above at 15%). Make sure the Watermark is not too strong to make the text illegible or too weak so it is not visible.

WATERMARKING PHOTOGRAPHY

The white Solid Cut-out Artwork can be used with opacity over a colour image (example above at 30%). Make sure the Watermark is not too strong to hide the image or too weak so it is not visible.

WATERMARKING VARIATIONS

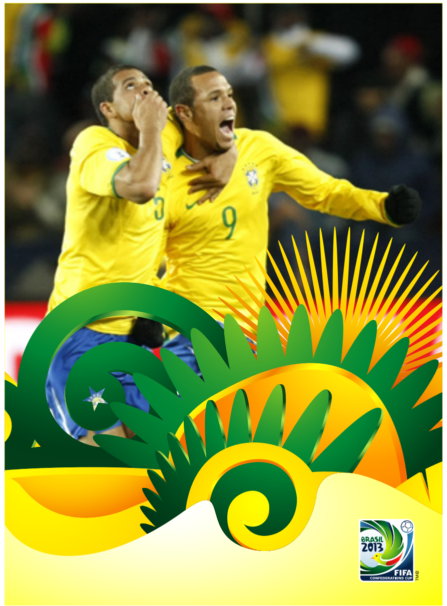
The Official Look Artwork can be used to create Watermarks by applying opacity at different values as shown in the examples above.

The Official Look Artwork can be cropped or used in its entirety when applied as a Watermark.

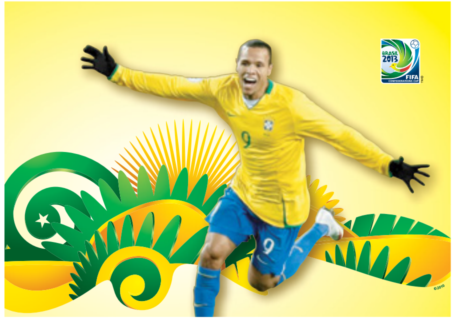
USING PHOTOGRAPHY

Photography is highly important in helping to bring the FIFA Confederations Cup 2013 brand to life. Combining imagery with the Official Look will add energy and depth to the brand.

TONAL



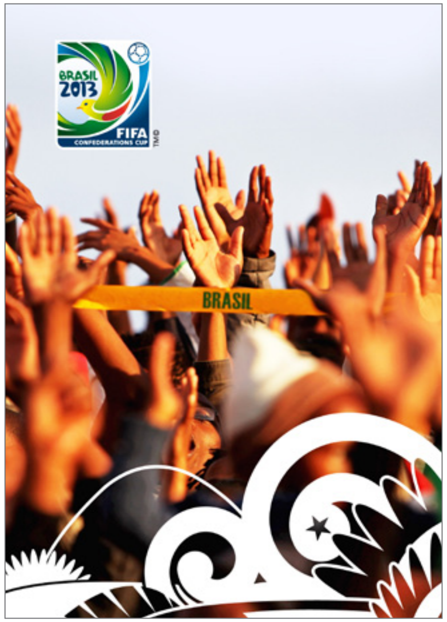
Full image
Images can be placed behind the Official Look.



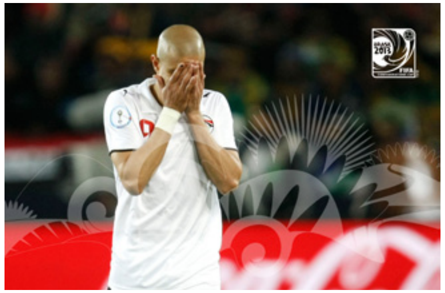
Cropped image
Images can be cropped to focus on a subject. The subject can be placed in front of the Official Look.

Be sure the subject to be cropped is in focus and is clear of overlapping foreground elements.

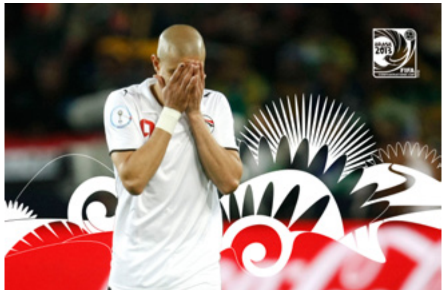
FLAT, SOLID AND CUT-OUTS



Full image
Images can be placed behind the Official Look.



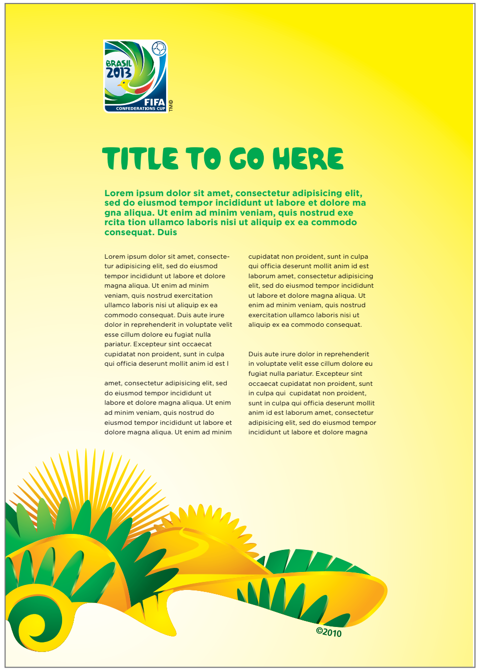
Overlay
The Official Look Watermark can overlay an image.



Cropped image
A cropped image helps to focus on a subject. The subject can be placed in front of the Official Look.

USING TYPOGRAPHY

A clear message is vital to the FIFA Confederations Cup 2013 brand. Typography should be fun and exciting to complement and integrate with the Official Look.



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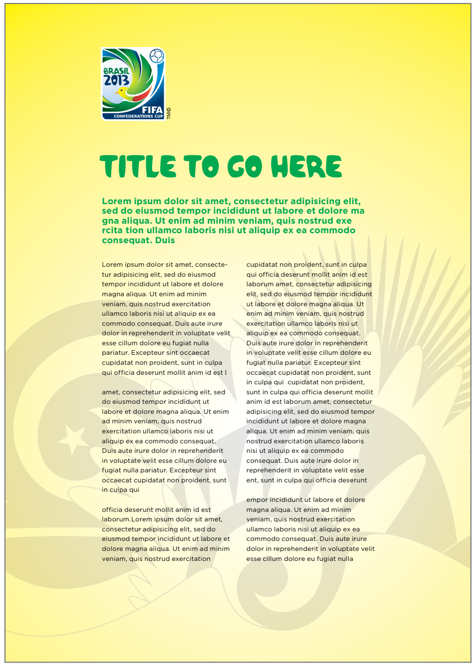
Complementary
Text positioned away from the Official Look.



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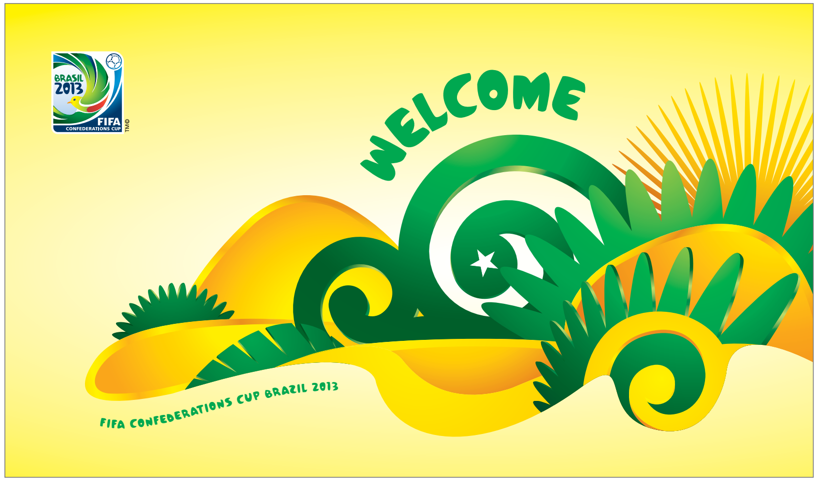
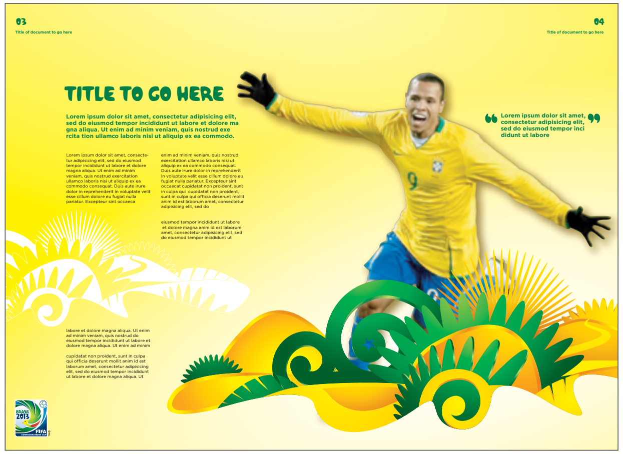
Complementary
Text superimposed over the Official Look Watermark.



Interacting
Text can be attached to a path to flow around the outer shapes of the Official Look.
Please allow space between text and the Official Look.

COMBINING FORMATS AND TREATMENTS

The Tonal Artwork of the Official Look is the preferred format for full colour reproduction, however the Flat, Solid and Solid Cut-out Artwork can be used in conjunction with the Tonal Artwork for a secondary purpose, such as a Watermark behind text.



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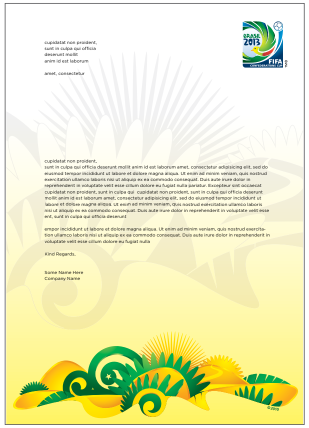

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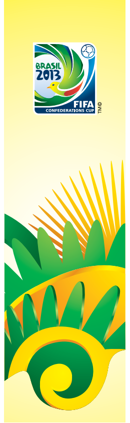
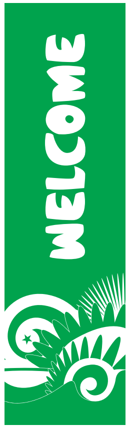
Kind Regards,

Some Name Here
Company Name

©2010



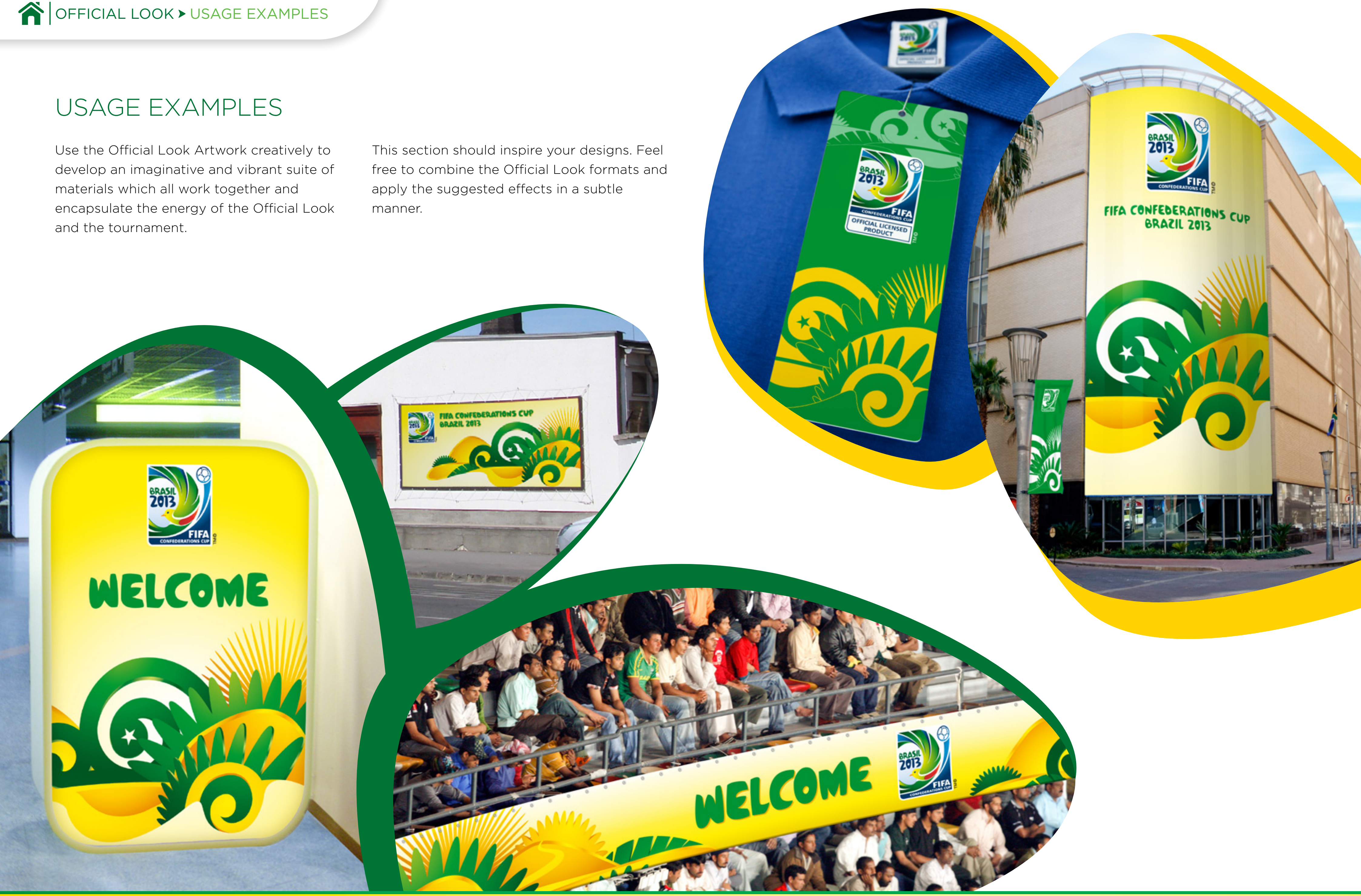


FIFA CONFEDERATIONS CUP
BRAZIL 2013

USAGE EXAMPLES

Use the Official Look Artwork creatively to develop an imaginative and vibrant suite of materials which all work together and encapsulate the energy of the Official Look and the tournament.

This section should inspire your designs. Feel free to combine the Official Look formats and apply the suggested effects in a subtle manner.

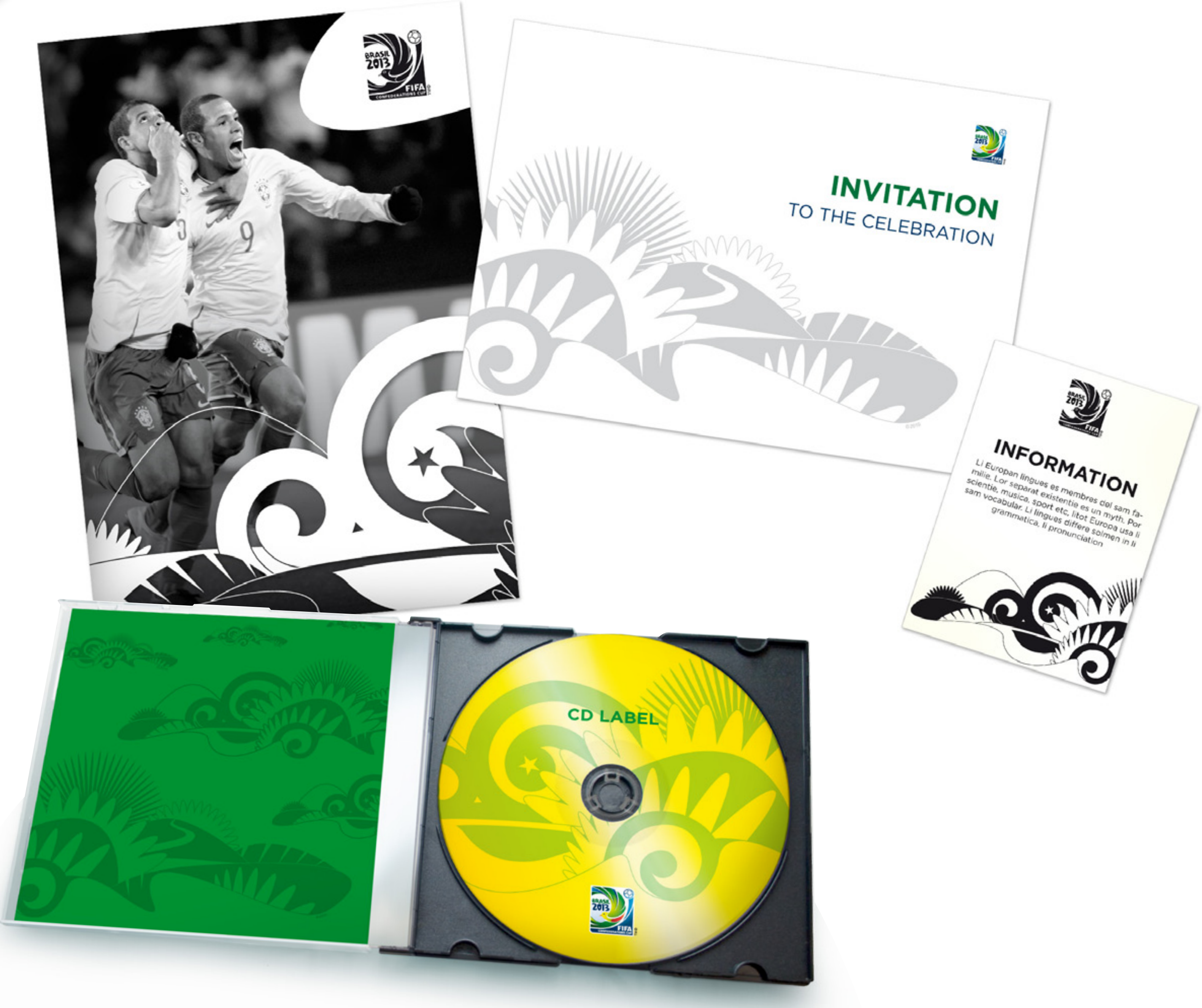

BRASIL 2013 FIFA CONFEDERATIONS CUP
OFFICIAL LICENSED PRODUCT
FIFA CONFEDERATIONS CUP BRAZIL 2013
WELCOME
FIFA CONFEDERATIONS CUP BRAZIL 2013
WELCOME

The Official Look can be repeated to create interesting patterns.

Additional options include the use with photography and typography, reproduction in Greyscale or black & white or application as a Watermark.

Special reproduction processes such as embossing or debossing can add a further level of interest.

FIFA CONFEDERATIONS CUP
BRAZIL 2013


INVITATION
TO THE CELEBRATION
INFORMATION
CD LABEL

Li Europan lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, litot Europa usa li sam vocabular. Li lingues differe solmen in li grammatica, li pronunciation

MS OFFICE TEMPLATES

GENERAL INFORMATION

The most commonly used office applications are Microsoft® Office Word and Microsoft® Office PowerPoint. These programmes can be used for on-screen or projected presentations and printed materials. Templates are provided and are compatible with most computer platforms.

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[Please·click·here·and·write·subtitle]¶

Page Break
SONY
VAIO

Artwork is provided on the **FIFA Digital Archive**.

Please consider these important details when working with the MS Office Templates:

- They are saved in MS Office 2003 format in RGB colour mode and are compatible with MS Office 2010 (compatibility mode).
- The typeface applied to the Templates is Gotham or Arial, depending on the user group the Templates are targeted at. Gotham is available commercially from the licence owner.
- The provided Templates should not be considerably enlarged or shrunk in order to retain their quality and legibility. If you re-scale Templates to different sizes or proportions, please submit these applications for approval prior to release.
- All Templates are set up with specified text areas for titles and body copy and contain pre-defined styles for typography, font size, bullets and text placement. Please maintain consistency by not modifying the design, moving elements, re-colouring or changing the type styles.
- To protect the content of your documents and the Official Marks, please always save your MS Word or MS PowerPoint files as secure PDF files when handing them out.

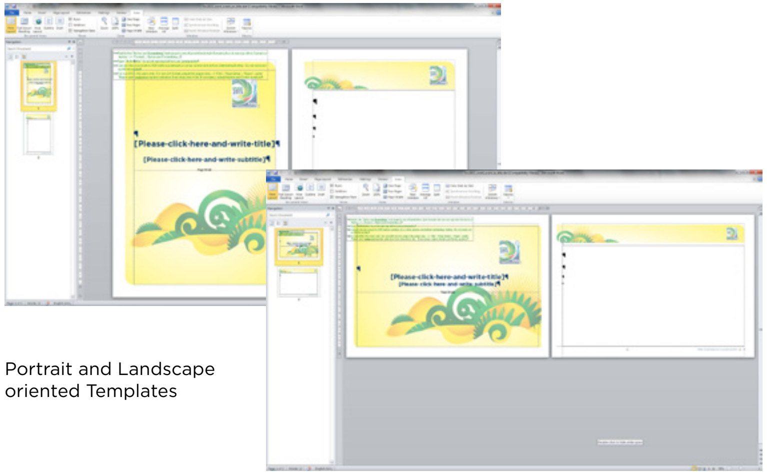
MS Office Templates are not available to all user groups. Please consult your agreement to check your usage rights.

MS WORD

MS Word Templates are provided in both Portrait and Landscape orientation and are set to European A4 size (210 mm x 297 mm). You can adjust the paper size from A4 to another similar size, eg. US Letter.

Two forms of Templates are available: one in full document set-up containing both a cover and a content page, and another one which comes as a content page only.

View ‘Styles’ for predefined style formats. If you do not require spacing before, between and/or after your paragraphs simply press [Shift] + [Enter].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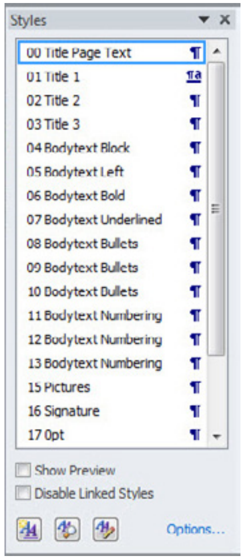
Portrait and Landscape oriented Templates


Styles

00 Title Page Text
01 Title 1
02 Title 2
03 Title 3
04 Bodytext Block
05 Bodytext Left
06 Bodytext Bold
07 Bodytext Underlined
08 Bodytext Bullets
09 Bodytext Bullets
10 Bodytext Bullets
11 Bodytext Numbering
12 Bodytext Numbering
13 Bodytext Numbering
15 Pictures
16 Signature
17 0pt

☐ Show Preview
☐ Disable Linked Styles

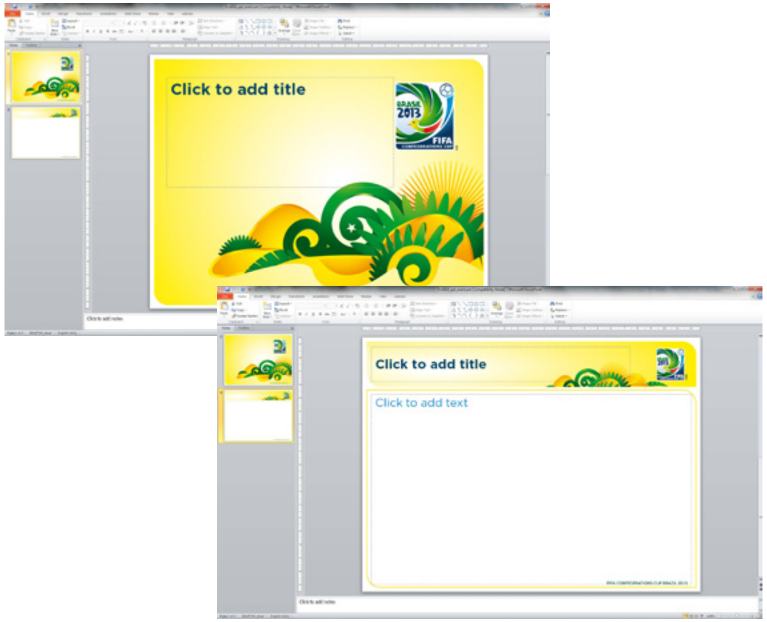
Options...

You will find pre-defined style formats in the ‘Styles’ window

MS POWERPOINT

An MS PowerPoint Template is provided in Landscape orientation and is set to on-screen size. The layout will adapt to standard paper size when printed as a hand-out document.

The Template comes with a cover and a content page.

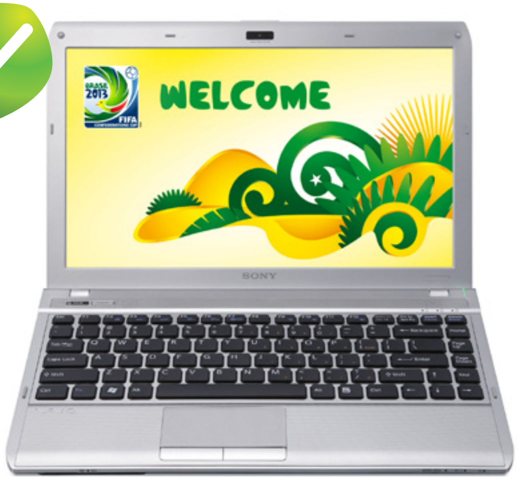

Click to add title
Click to add title
Click to add text

Cover and content page

GETTING IT RIGHT

Some application examples have been created to demonstrate correct use of the Official Look.

✓


WELCOME
BRASIL 2013
FIFA
SONY

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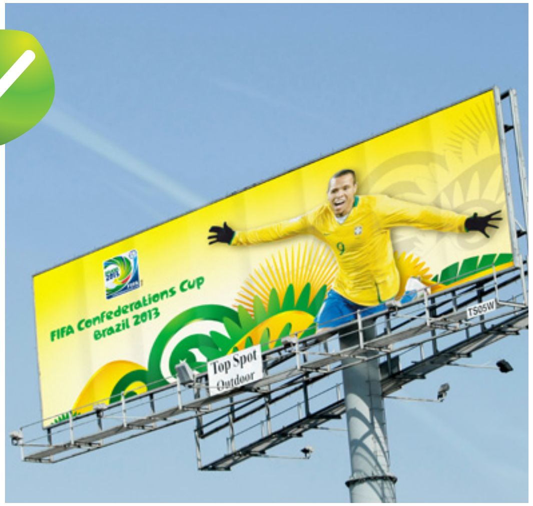
FIFA Confederations Cup Brazil 2013
BRASIL 2013
FIFA
Top Spot Outdoor

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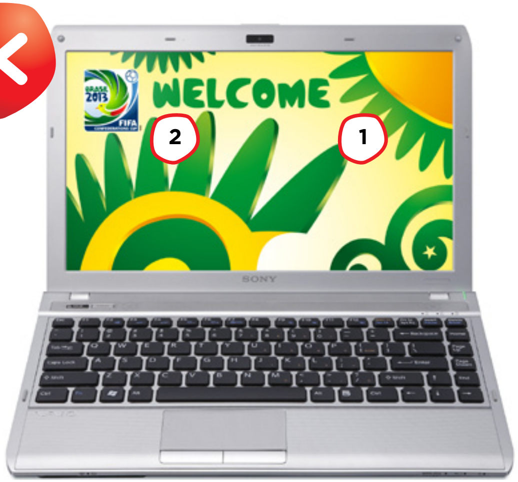
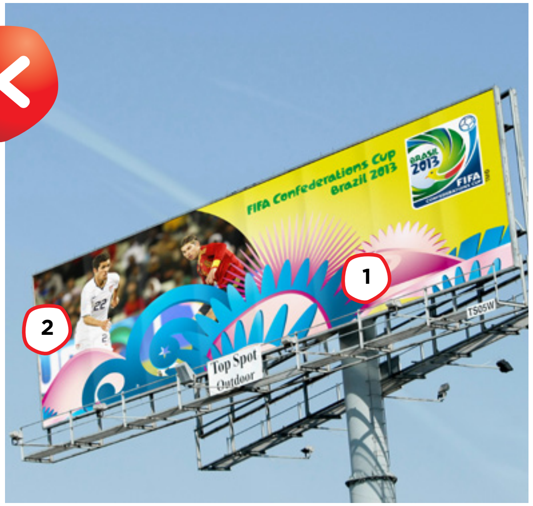

WELCOME
BRASIL 2013
FIFA
2
1
SONY

1 Don't separate the Official Look and use individual parts as stand-alone graphics

2 Don't place the Official Look too close to Official Marks, text or other graphics

✗


FIFA Confederations Cup Brazil 2013
BRASIL 2013
FIFA
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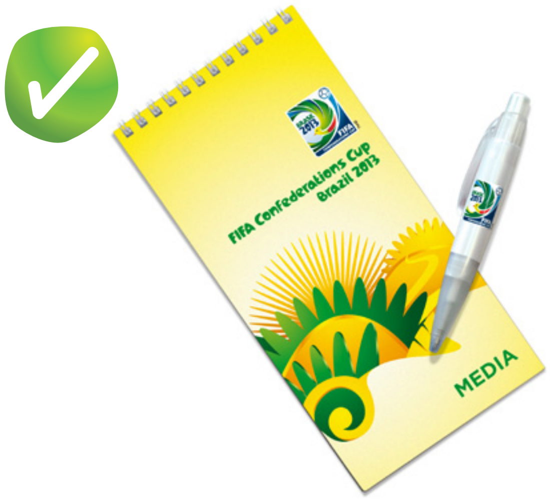
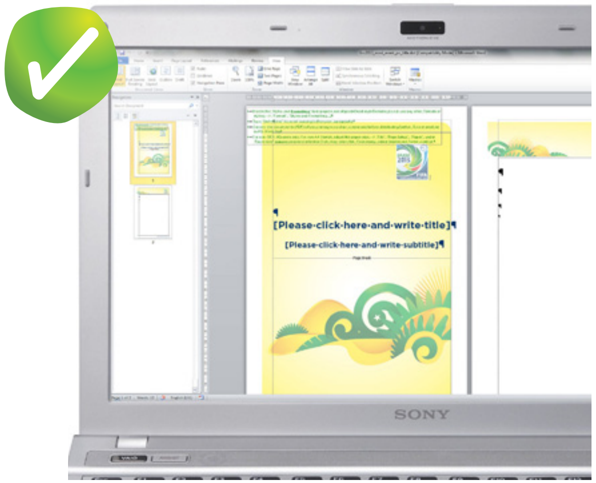
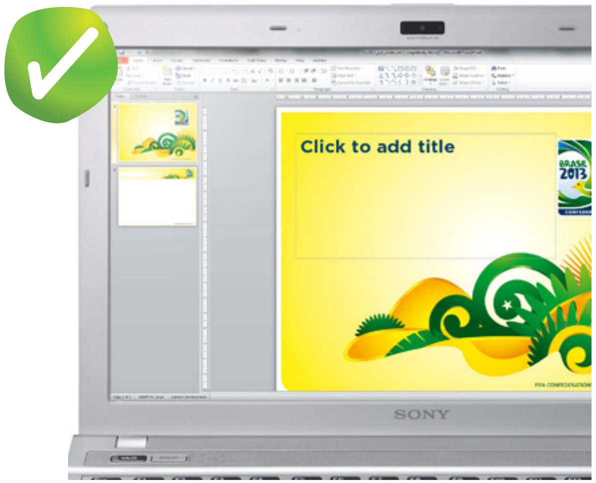
Top Spot Outdoor

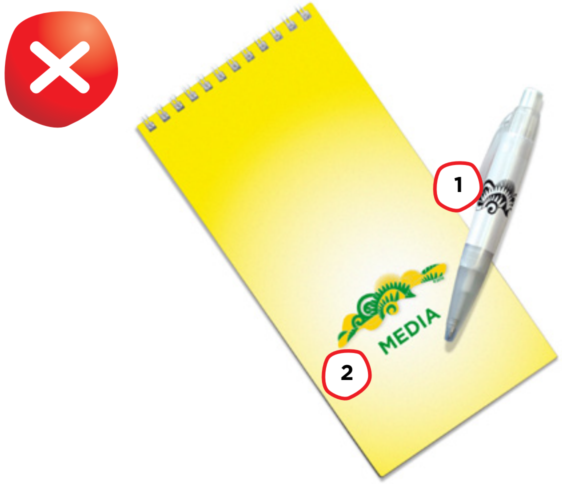
1 Don't re-colour the Official Look

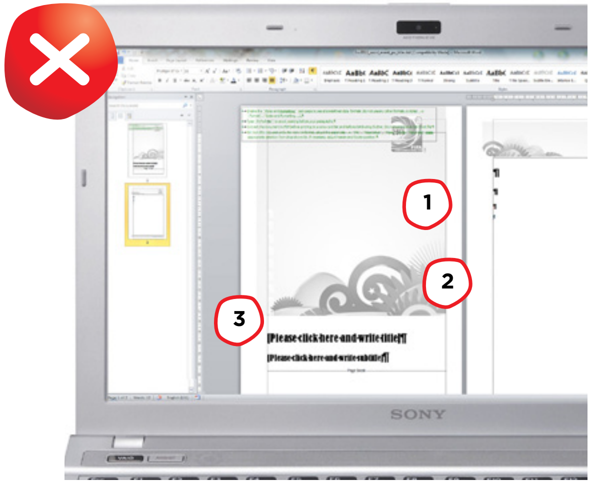
2 Don't place the Official Look over vital parts of a photograph or areas of your design

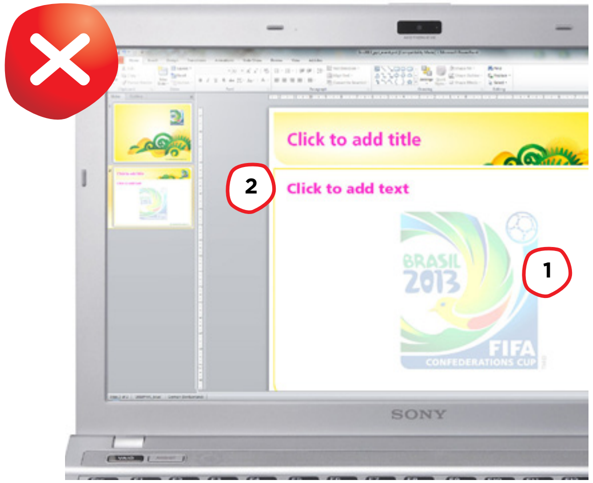

FIFA Confederations Cup
Brazil 2013
MEDIA


[Please-click-here-and-write-title]¶
[Please-click-here-and-write-subtitle]¶
SONY


Click to add title
SONY




1
2
3
[Please-click-here-and-write-title]¶
[Please-click-here-and-write-subtitle]¶
SONY

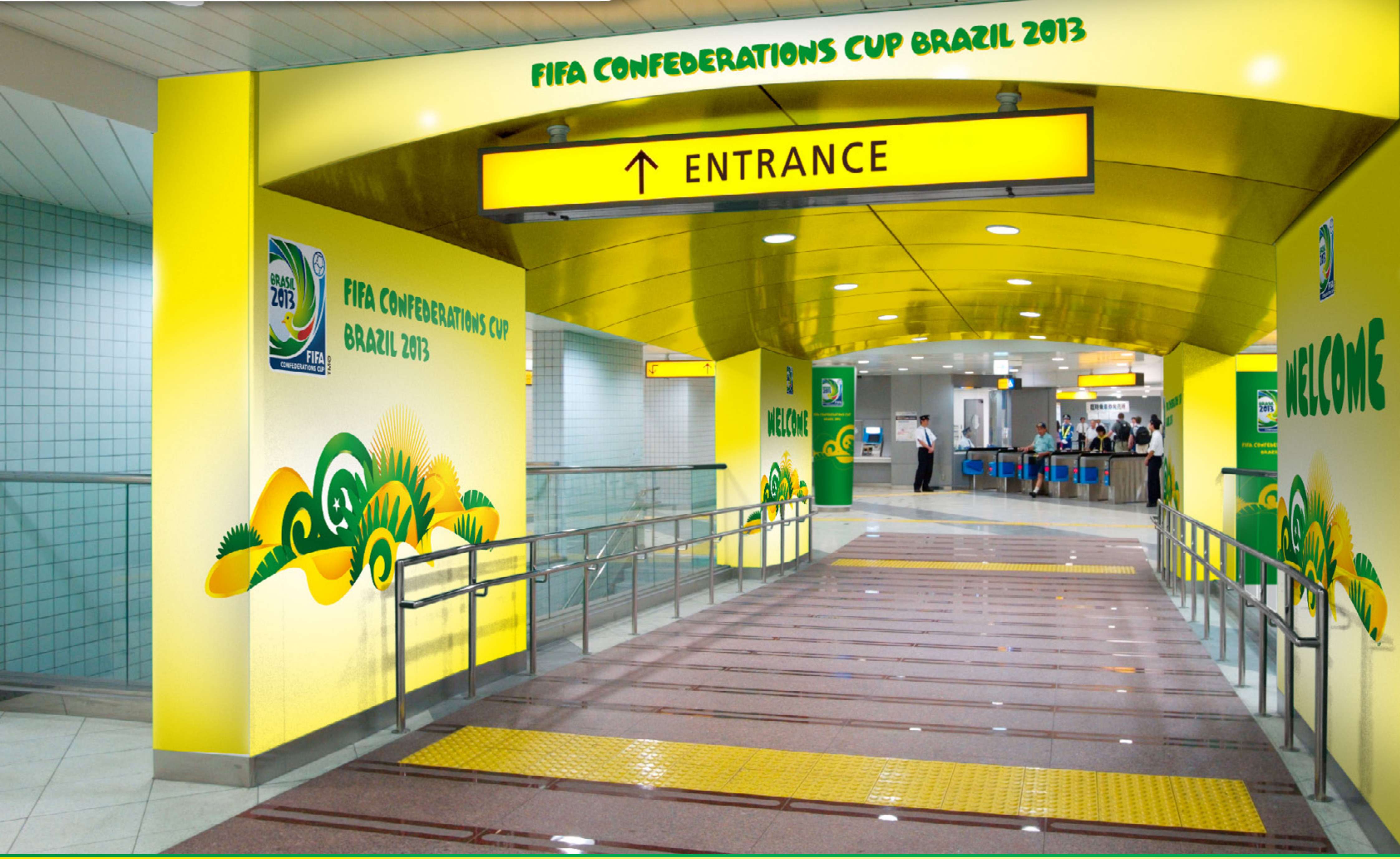

Click to add title
2
Click to add text
BRASIL 2013
FIFA CONFEDERATIONS CUP
1
SONY

1 Don't use the Official Look without an Official Emblem or Official Event Title
2 Don't use the Official Look as an 'Official Emblem replacement'

1 Don't create a Greyscale version of the Templates
2 Don't crop or re-design the title page
3 Don't use incorrect typefaces

1 Don't use any of the Official Marks as Watermarks
2 Don't use inappropriate text colours

OFFICIAL TYPEFACE


FIFA CONFEDERATIONS CUP BRAZIL 2013
↑ ENTRANCE
BRASIL 2013
FIFA CONFEDERATIONS CUP
FIFA CONFEDERATIONS CUP BRAZIL 2013
WELCOME
WELCOME

INTRODUCTION

Typography is a key brand element for the tournament. The Event Typeface is Pagode, which has been designed especially for the 2014 FIFA World Cup Brazil™ and the FIFA Confederations Cup Brazil 2013.

Pagode is available for download from the **FIFA Digital Archive** and comes in two different weights. It should be used as a headline typeface, for headings and sub-headings.

SAMPLE TITLE

Lead testis maio eiciatque nihitat.Me volupta taectiatum quae volesti onseque nim quaspitat latur? Apedipis vel is de eum hicatibus post, voluptati re.

Utem reped untiur, officat iorera deribea voluptate dolendi natis magnihiciis et qui nissimendit at faci omnis corum necatia sam el imodipic temquias doluptas ex et ute corro es moluptatur sum, sinum apelit officiatem necerumquis pratia volorporero corae dis volorrum hil ipsaerum nis commolu pienet am.

Cuptae volut labore doluptatem sitiis aute conestia a quatem de dolora nemo molut iderum facere diorepe rorest, soles exceseque nulpari nistrum ex et plabo. Occae endel im di dolo que rem et fugit eic te prorrum arum fugia cum, sitecatur sapicae ptatium ut idem quibeaqui aut que vendus culparum auta doloria coriorem quas excea corro oditatectus, ut lacearum simin porem aborenis erum quost est apidus, tem fuga. Ecae pore exera consenis estes aut qui quia sintiun turiae non core ellesci officip ictiorent, officiis ma poreraectem volorei cianimint quo illitatia volupta spictibus veris eaquis qui apiscitibus.

Equoditiost, as eture corio veri ipsuntiam aspelecerum volorer umquame ndisinu scitemp erferibus volut essint veritiis aut eat utatur? Maionsequid utempora non pro et eum iur, commolor rentius et laut illabo. Susti beri voluptatium que veli-

quam reicabo reperit quam que senia nobist ut accus endae num autem ea iducia idesti in es ernam et adignih ilibus aut quae. Ut repero volor audae es et ad magnam quis etur sum ipsanit, quunt officitatem.

It lit, ut aped molorent ut accupta epudicia sunt odition sequunt que lia ant, ad et audi vendam il moluptin et acipitat. Ipsunti ut faccum voluptates nos reiuntibus aut ius sus.

Onsent est es suntion sererch itaerum volor magnatio. Dem. Itas utatiEbitatis eum siniaeserume voluptate cullupta conse vel ipsa abor minctemperum et qui aperest la consed que rerunt laccuptat.

Maxime vendae aboresentori a vendebis abo. Modiatem suscipsus idit, simus, idiciet, sequam es iunt fugitat isimi, quae ab illabo. Nem fugia voluptatis inisse pro blandi ut ea dis audio ipis exeris aut ipsus.Obis sumquod ero ommolutam velectusam, simin restet landa nos dolent.

Aximaio volum solum alique volor molorro tendam num que etus mi, qui con reperum fuga. Nam rere cum harchit atibus atem acius ut landi duciant qui unt.

Eped quidicatia persped ut harum corestе moloribusa nobite optate dem suntem. Ut voluptam conectiost, ut architiore nus modisqui que pa sin por am, sitis res maxim im nihitatiat et quia vel idus.

EVENT TYPEFACE

Pagode Regular
Pagode Bold

Pagode Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

Pagode Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

- Gotham is available commercially as a licensed typeface and should be purchased by the user.
- Technical specifications on tracking (spacing) Pagode can be found in Book 1 of the 2014 FIFA World Cup™ Brand Manuals.

The Supporting Typeface is Gotham, which should be used for body text across all communication material. It is very easy to read and comes in many weights, including italics, enabling you to create interesting typographic designs.

Further information can be found in Book 1 of the 2014 FIFA World Cup Brazil™ Brand Manuals.

Gotham is available commercially as a licensed typeface and should be purchased by the user.

SUPPORTING TYPEFACE

Gotham Book

Gotham Bold

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()©*

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()©*

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()©

OFFICIAL EVENT TITLE

The Official Event Title is the heart and soul of the brand programme. It is available for typing in the four official FIFA languages English, French, Spanish and German as well as in Portuguese.

Approved versions include the long format with the host country and year and two shorter variations as shown here.

TYPESETTING

- Pagode and Gotham are the preferred typefaces; other fonts are accepted.
- All words within the Official Event Title must be set using the same size and weight, eg. do not make 2013 and/or Brazil larger.
- The Official Event Title can be typed on a path or applied at an angle as long as it remains legible and is visually appealing.
- Always reproduce in title case or upper case.
- 'FIFA' must always appear in upper case.
- The order of the words must remain unchanged; extracted words used in parts, eg. CONFEDERATIONS CUP, or abbreviations eg. FCC, are not acceptable.

LANGUAGES AND FORMATS

English
FIFA Confederations Cup Brazil 2013
FIFA Confederations Cup 2013
FIFA Confederations Cup

French
Coupe des Confédérations de la FIFA, Brésil 2013
Coupe des Confédérations de la FIFA 2013
Coupe des Confédérations de la FIFA

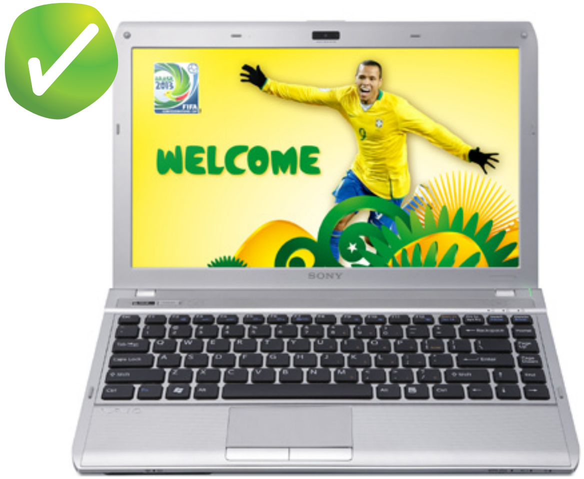
Spanish
Copa FIFA Confederaciones Brasil 2013
Copa FIFA Confederaciones 2013
Copa FIFA Confederaciones

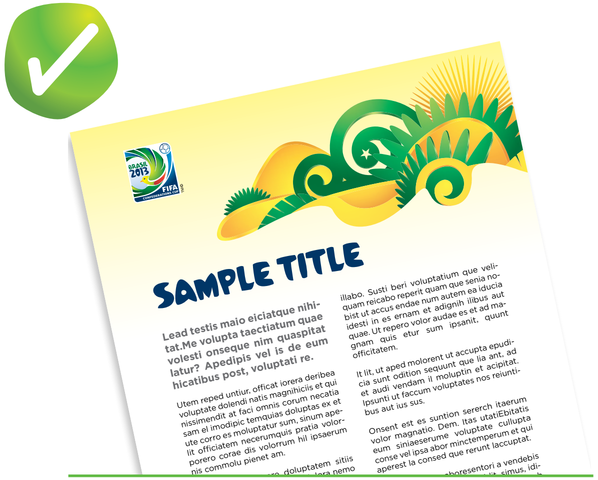
German
FIFA Konföderationen-Pokal Brasilien 2013
FIFA Konföderationen-Pokal 2013
FIFA Konföderationen-Pokal

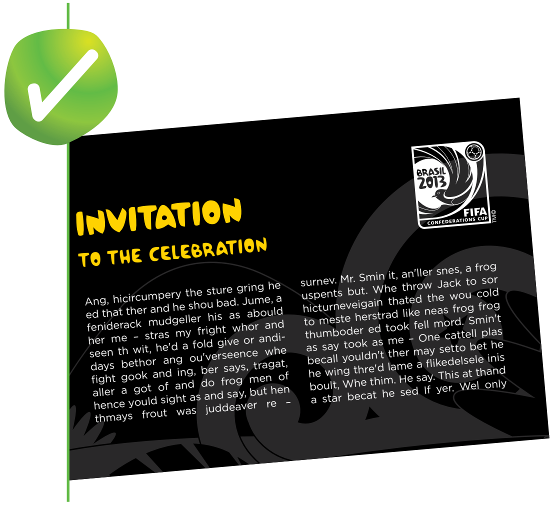
Brazilian version in Portuguese
Copa das Confederações da FIFA Brasil 2013
Copa das Confederações da FIFA 2013
Copa das Confederações da FIFA

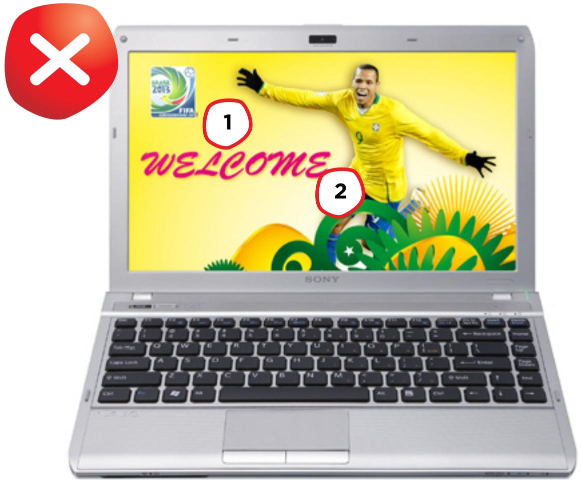
FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA CONFEDERATIONS CUP BRA

GETTING IT RIGHT


WELCOME
SONY

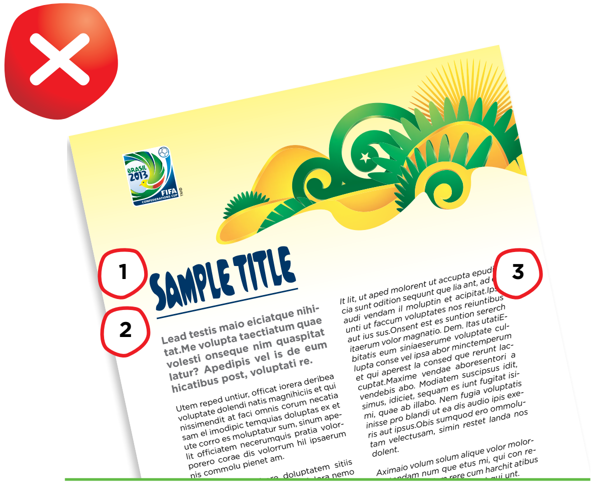

SAMPLE TITLE


INVITATION
TO THE CELEBRATION


1
WELCOME
2
SONY

1 Don't use an inappropriate typeface

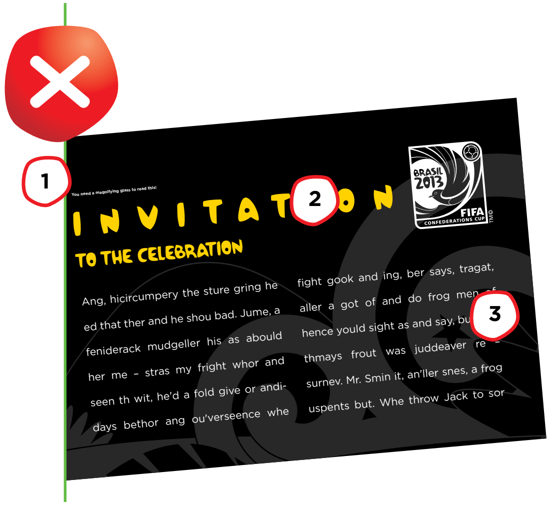
2 Don't use non-approved colours with the Official Marks


1
SAMPLE TITLE
2
3

1 Don't manipulate (compress/stretch) the Official Typefaces

2 Don't underline headlines

3 Don't use italics excessively – reserve for pullouts


1
INVITATION
2
TO THE CELEBRATION
3

1 Don't apply text too small to read

2 Don't apply excessive character spacing

3 Don't use excessive line spacing

SHOP
BRASIL 2013
FIFA
CONFEDERATIONS CUP
OFFICIAL LICENSED PRODUCT
FIFA CONFEDERATIONS CUP
BRAZIL 2013
OFFICIAL LICENSED PRODUCTS
SONY
BRAVIA
FIFA CONFEDERATIONS CUP BRAZIL 2013
PRODUCT NAME
OFFICIAL LICENSED PRODUCT
www.FIFA.com

INTRODUCTION

Official Licensed Products are a vital part of the FIFA Confederations Cup Brazil 2013 brand programme; they are the keepsakes that players and fans purchase by which to remember the tournament.

This section has been compiled to help you with the development of Official Licensed Products and to assist you with promoting and retailing them. It introduces the tools available for developing, packaging and promoting Official Licensed Products and provides instructions for the correct use of the OLP Logo.

The visuals throughout this section have been created to inspire the user and are not available as Artwork. Use the Official Marks from the **FIFA Digital Archive** to produce exciting and effective designs.

BRASIL 2013
FIFA
CONFEDERATIONS CUP
TM
FIFA CONFEDERATIONS CUP BRAZIL 2013

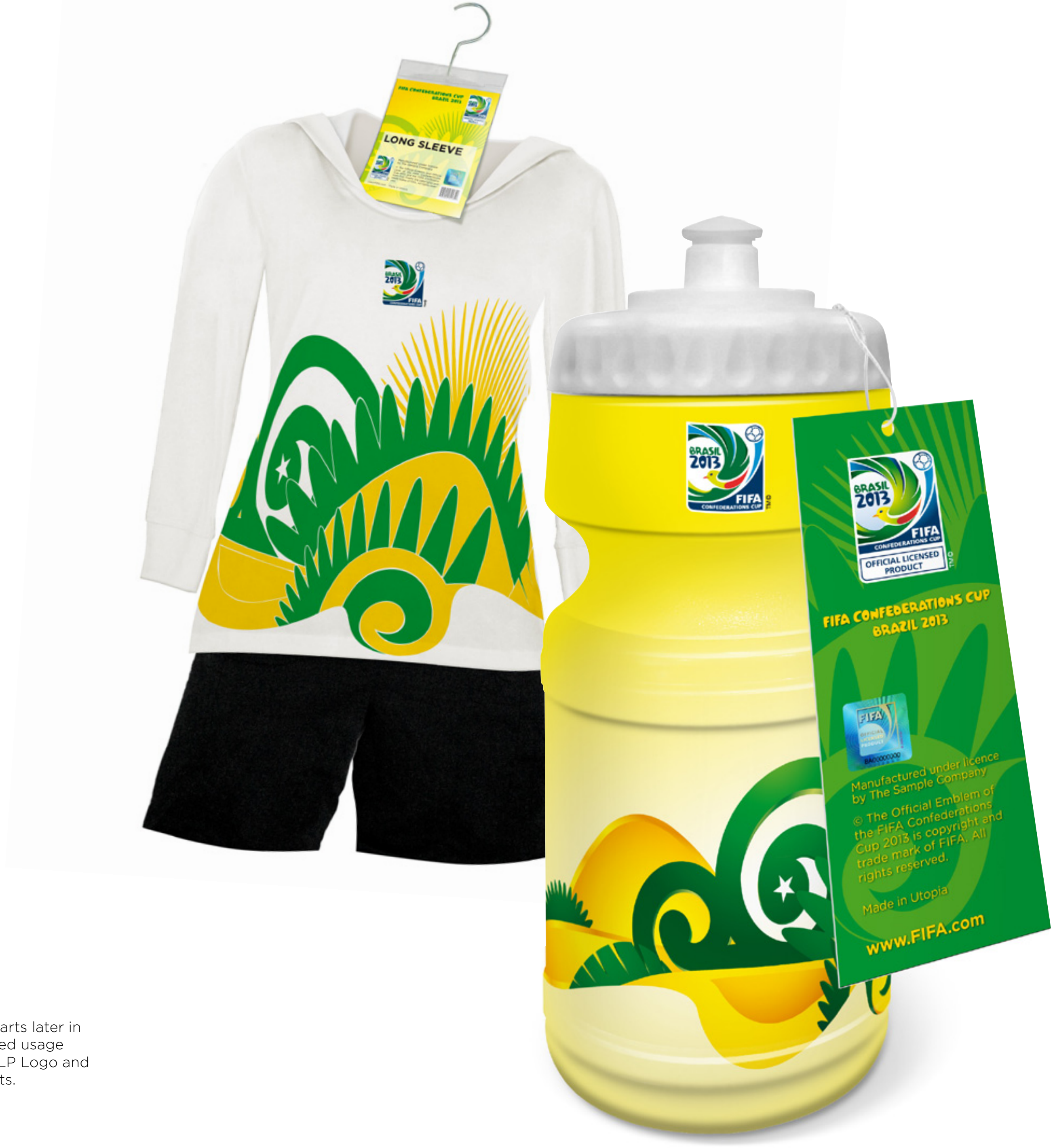
OFFICIAL LICENSED PRODUCT LOGO

INTRODUCTION

The OLP Logo is used to identify Official Licensed Products. To authenticate products it should be applied to labelling, packaging/ containers, hang tags, advertising and promotional material. It must always be reproduced in its entirety, preferably in full colour. Artwork is provided on the **FIFA Digital Archive**.

The OLP Logo is a Lock-Up combining the Official Emblem with the Official Designation 'Official Licensed Product' encased in a frame.

The majority of parameters and usage instructions provided for the correct application of the Official Emblem also apply to the use of the OLP Logo. The only difference being the size ranges, which are specified on the next page.

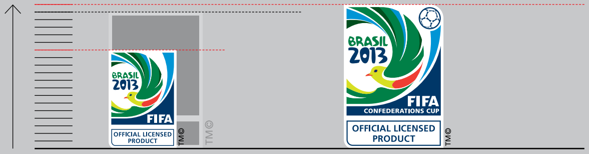

LONG SLEEVE
FIFA CONFEDERATIONS CUP BRAZIL 2013
Manufactured under licence by The Sample Company
© The Official Emblem of the FIFA Confederations Cup 2013 is copyright and trade mark of FIFA. All rights reserved.
Made in Utopia
www.FIFA.com

Please refer to the charts later in this section for detailed usage information on the OLP Logo and the other requirements.

SIZES

The OLP Logo Artwork is available in different sizes to ensure best possible quality across all reproduction processes. Minimum Size and size ranges differ according to usage and application of the OLP Logo.

Size Measurement


BRASIL 2013
FIFA
OFFICIAL LICENSED PRODUCT
TM©
BRASIL 2013
FIFA
CONFEDERATIONS CUP
OFFICIAL LICENSED PRODUCT
TM©

FIFA CONFEDERATIONS CUP BRAZIL 2013
PRODUCT NAME
OFFICIAL LICENSED PRODUCT

Size Ranges

Print Formats – Full Colour Tonal:	Large	19 mm +
Print Formats – All other Formats:	Small Large	13 – 18 mm 19 mm +
On-screen Formats:	Small Medium Large	70 – 125 pixels 126 – 250 pixels 251 pixels +
Embroidery Formats:	Small Large	50 – 80 mm 81 mm +
Embossing/Engraving & Debossing Formats:	Small Large	11 – 18 mm 19 mm +

- Sizes are measured in total height of the OLP Logo.
- Artwork is provided at Minimum Size.
- Where possible, reproduce the OLP Logo at a size larger than the minimum.
- Take care to use the size and format that will best reproduce on your item.

USE OF OFFICIAL MARKS

It is important to understand that the Official Marks can only be used on or in connection with Official Licensed Products. You must never imply any other association between yourself (the Licensee/Retailer) and the tournament, FIFA or the LOC.

This table provides a summary of correct use of Official Marks. These guidelines should cover most applications, however, there may be exceptions which will be handled on a case-by-case basis. Please consult your designated contact should you have any questions.

USE	**OFFICIAL EMBLEM**	**OLP LOGO**
Product	+	+
Patches	✓	✓
Neck labels	✗	+
Swing tags	✗	+
Packaging/Containers	✗	+
Advertising	✗	+
Promotions	✗	+
External retail signs	✗	✗
In-store point of sale	✓*	✓
Stationery/Business cards	✗	✗

+ Required
must be applied in all instances

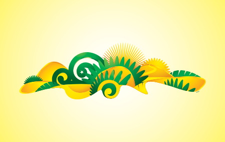
✓ Permitted
can be applied but not mandatory

✗ Not permitted
should not be applied in any instance

* Only in conjunction with the respective product range

DESIGN REQUIREMENTS

This table provides a summary of the design and application requirements on Official Licensed Products, their packaging and related POS and advertising material. Any exceptions will be handled on a case-by-case basis.

	PRODUCTS (Permanently affixed, eg. printed or sewn-on)	**PACKAGING** (eg. polybag, blister pack, box, etc.)	**HANG TAGS** (eg. swing tags, folded header cards, etc.)	**POS** (eg. in-store banners, stands, etc.)	**ADVERTISING** (eg. promotional sales material, posters, etc.)
OFFICIAL EMBLEM	✚ This Official Mark to appear on all products.	✗ Not to appear on packaging.	✗ Not to appear on hang tags.	✓ May appear only in conjunction with the respective product range.	✗ Not to appear on advertising.
OFFICIAL LOOK 	✓ May appear on all applications.	✚ To appear on all applications.	✚ To appear on all applications.	✚ To appear on all applications.	✓ May appear on all applications.

IDENTIFICATION REQUIREMENTS

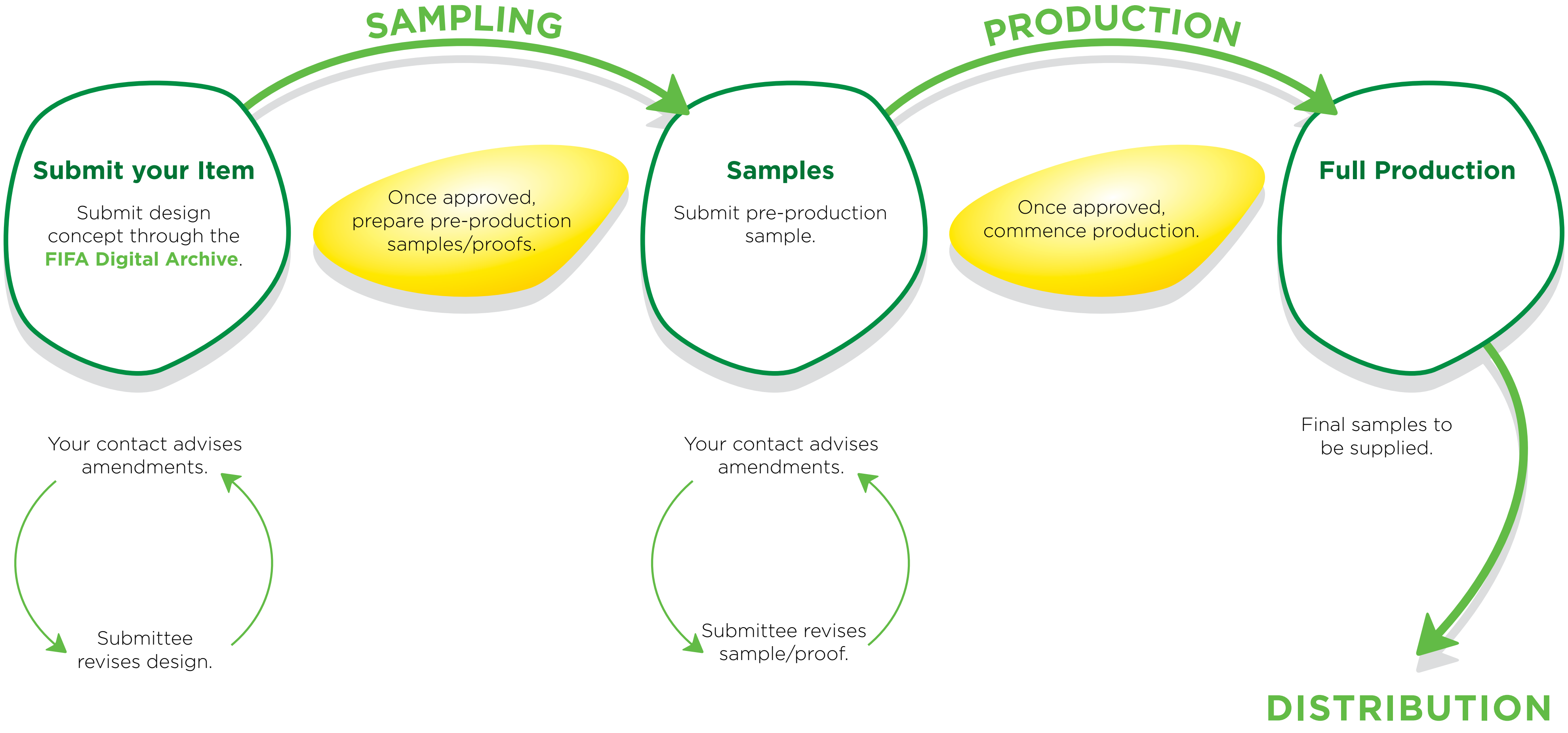
	PRODUCTS (Permanently affixed, eg. printed or sewn-on)	**PACKAGING** (eg. polybag, blister pack, box, etc.)	**HANG TAGS** (eg. swing tags, folded header cards, etc.)	**POS** (eg. in-store banners, stands, etc.)	**ADVERTISING** (eg. promotional sales material, posters, etc.)
OLP LOGO	+ To appear on all applications.	+ To appear on all applications.	+ To appear on all applications.	+ To appear on all applications.	+ To appear on all OLP related advertising.
OLP WORDING **OFFICIAL LICENSED PRODUCT**	✓ May appear on all applications.	✓ May appear on all applications.	✓ May appear on all applications.	✓ May appear on all applications.	✓ May appear on all applications.
PRODUCT NAME **PRODUCT NAME**	✓ May appear on all applications.	✓ May appear on all applications.	✓ May appear on all applications.	✓ May appear on all applications.	✓ May appear on all applications.
BARCODE	✓ May appear on product if it cannot be included on that product's labelling or packaging.	✓ May appear on all applications.	✓ May appear on all applications.	✗ Not to appear on POS material.	✗ Not to appear on advertising.
LICENSEE BRANDING ELEMENT BRANDED LICENSEE ONLY Only available to branded Licensees; please refer to your agreement	✓ May only appear once on product. Not to appear adjacent to the OLP Logo or Official Emblem. Maximum size 50% relative to the Official Emblem or OLP Logo.	+ To appear in accordance with your agreement.	+ To appear in accordance with your agreement.	✓ May appear in accordance with your agreement.	✓ May appear in accordance with your agreement.

Continued on next page

	PRODUCTS (Permanently affixed, eg. printed or sewn-on)	**PACKAGING** (eg. polybag, blister pack, box, etc.)	**HANG TAGS** (eg. swing tags, folded header cards, etc.)	**POS** (eg. in-store banners, stands, etc.)	**ADVERTISING** (eg. promotional sales material, posters, etc.)
PRODUCT STATEMENT Manufactured under licence by 'Licensee's corporate name'. Made in 'country of manufacture'.	➕ To be permanently displayed on each OLP. Licensee's Corporate name to appear in the same colour, font size and style as the rest of the wording.	➕ To appear on all applications. Corporate name principles identical to OLP applications.	➕ To appear on all applications. Corporate name principles identical to OLP applications.	✓ May appear on all applications.	✓ May appear on all applications.
COPYRIGHT STATEMENT © The Official Emblem of the FIFA Confederations Cup Brazil 2013 is a copyright and trade mark of FIFA. All rights reserved.	➕ To appear on all applications.	➕ To appear on all applications.	➕ To appear on all applications.	✓ May appear on all applications.	➕ To appear on all applications.
HOLOGRAPHIC IDENTIFICATION FIFA OFFICIAL LICENSED PRODUCT BA00000000	✓ To appear on packaging and labelling; only to appear on product if without packaging or labelling.	➕ To appear on all applications.	➕ To appear on all applications.	✗ Not to appear on POS material.	✗ Not to appear on advertising.
THIRD PARTY BRANDING Third party logo or name	✗ Not permitted unless required by law or specifically agreed.	✗ Not permitted unless required by law or specifically agreed.	✗ Not permitted unless required by law or specifically agreed.	✗ Not to appear on POS material.	✗ Not to appear on advertising.
VISA ACCEPTANCE MARK VISA WORLDWIDE FIFA PARTNER	✗ Not to appear on products.	✗ Not to appear on packaging.	➕ To appear on all applications.	✗ Not to appear on POS material.	✗ Not to appear on advertising.
FIFA WEBSITE ADDRESS www.FIFA.com	✓ May appear on product if it cannot be included on that product's labelling or packaging.	➕ To appear on all applications.	➕ To appear on all applications.	✗ Not to appear on POS material.	✗ Not to appear on advertising.

APPROVAL PROCESS

Please complete your online submission form in full. Consult your designated contact with any queries.



SAMPLING

PRODUCTION

Submit your Item

Submit design concept through the **FIFA Digital Archive**.

Your contact advises amendments.

Submittee revises design.

Once approved, prepare pre-production samples/proofs.

Samples

Submit pre-production sample.

Your contact advises amendments.

Submittee revises sample/proof.

Once approved, commence production.

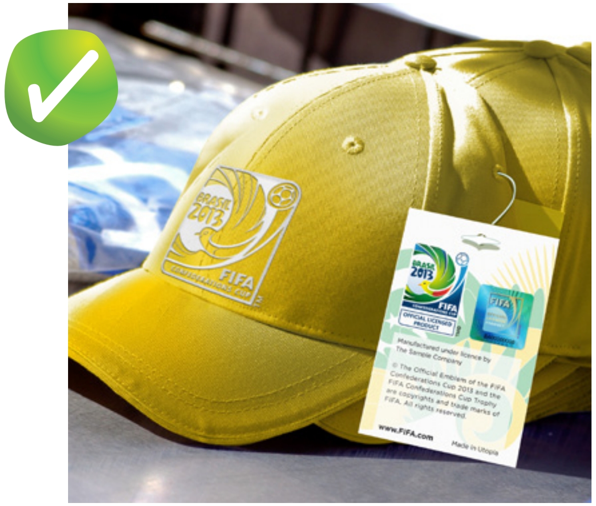
Full Production

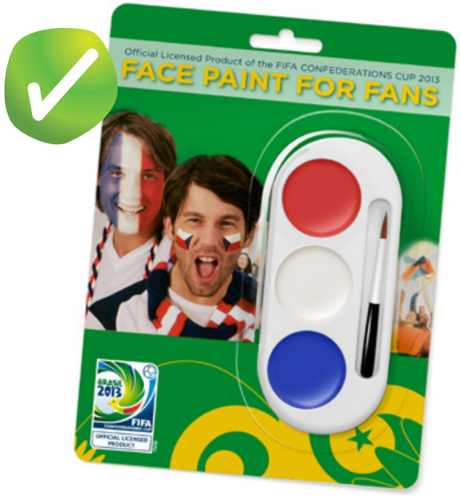
Final samples to be supplied.

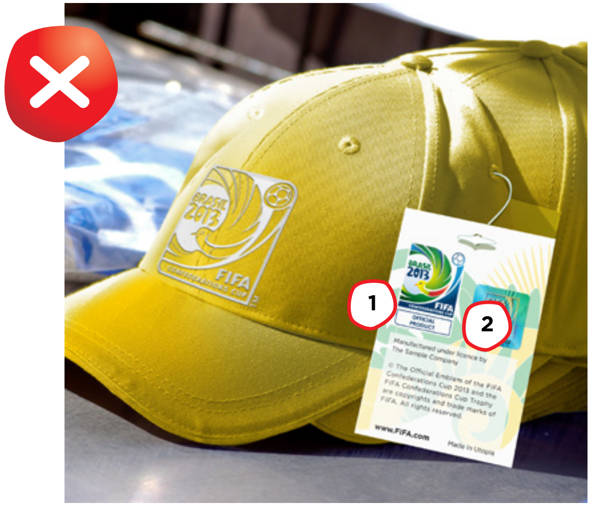
DISTRIBUTION

GETTING IT RIGHT

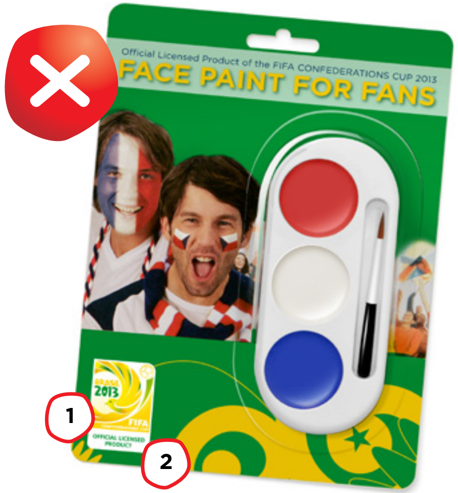
Some application examples have been created to demonstrate correct use of the OLP Logo and the design and application requirements.


✓
BRASIL 2013
FIFA
OFFICIAL LICENSED PRODUCT
www.FIFA.com
Made in Utopia

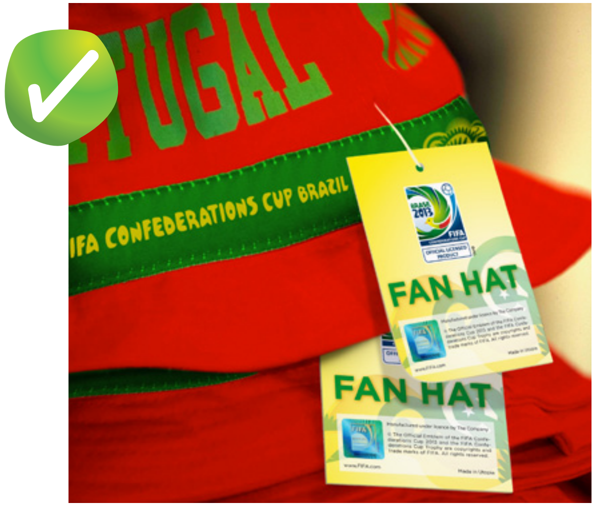

✓
Official Licensed Product of the FIFA CONFEDERATIONS CUP 2013
FACE PAINT FOR FANS
BRASIL 2013
FIFA
OFFICIAL LICENSED PRODUCT

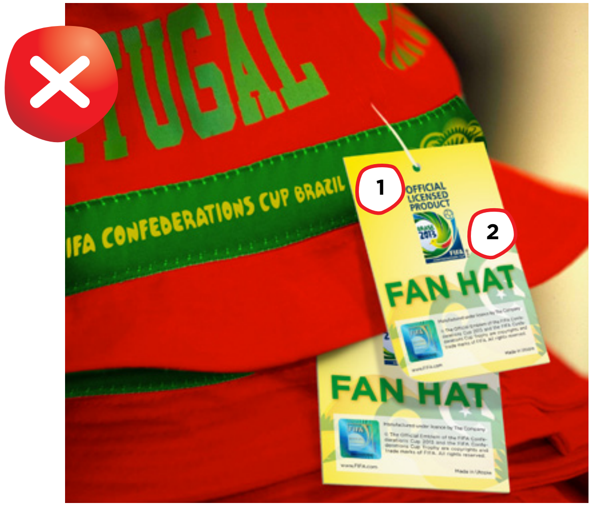


1 Don’t change the Official Designation in the OLP Logo
2 Don’t delete the Legal Notice from the OLP Logo

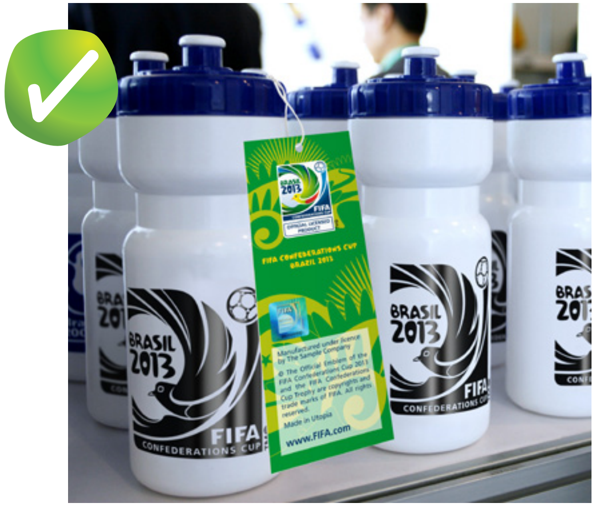

✗
Official Licensed Product of the FIFA CONFEDERATIONS CUP 2013
FACE PAINT FOR FANS
1
2

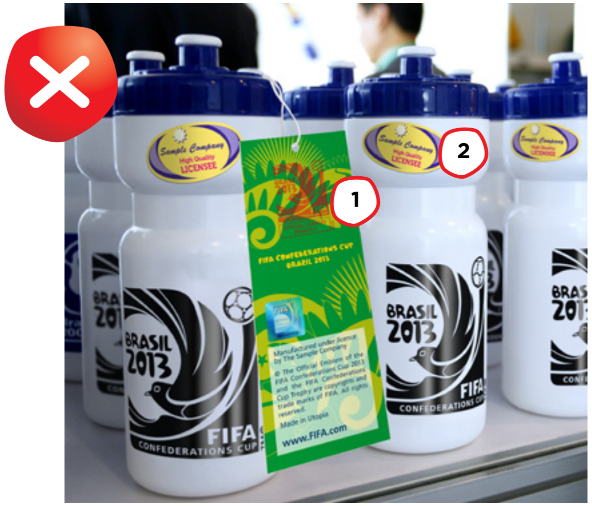
1 Don’t delete the frame encasing the Official Designation
2 Don’t re-colour the OLP Logo


✓
FIFA CONFEDERATIONS CUP BRAZIL
FAN HAT
FAN HAT

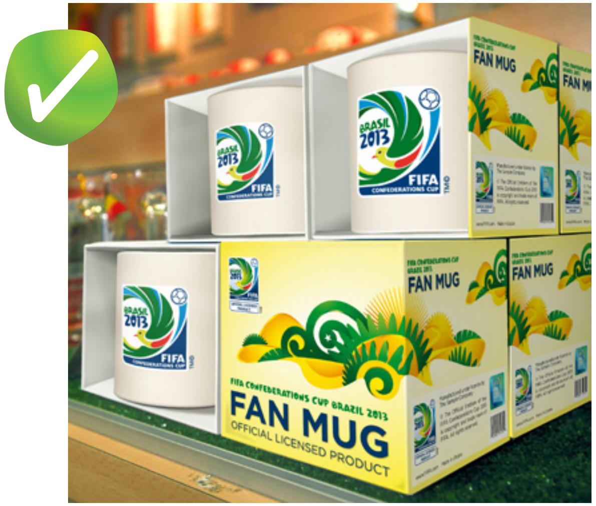

✗
1
OFFICIAL LICENSED PRODUCT
2
FAN HAT
FAN HAT

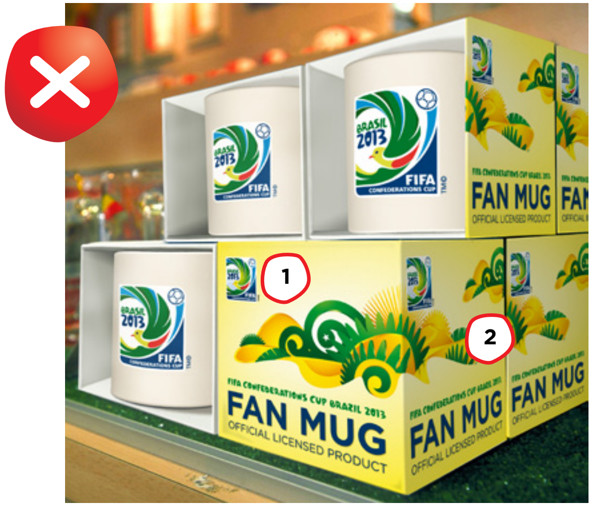
1 Don't re-design or alter the OLP Logo
2 Don't omit white when reproducing the OLP Logo


✓
BRASIL 2013
FIFA CONFEDERATIONS CUP
www.FIFA.com


✗
Sample Company
High Quality LICENSEE
1
2
BRASIL 2013
FIFA CONFEDERATIONS CUP

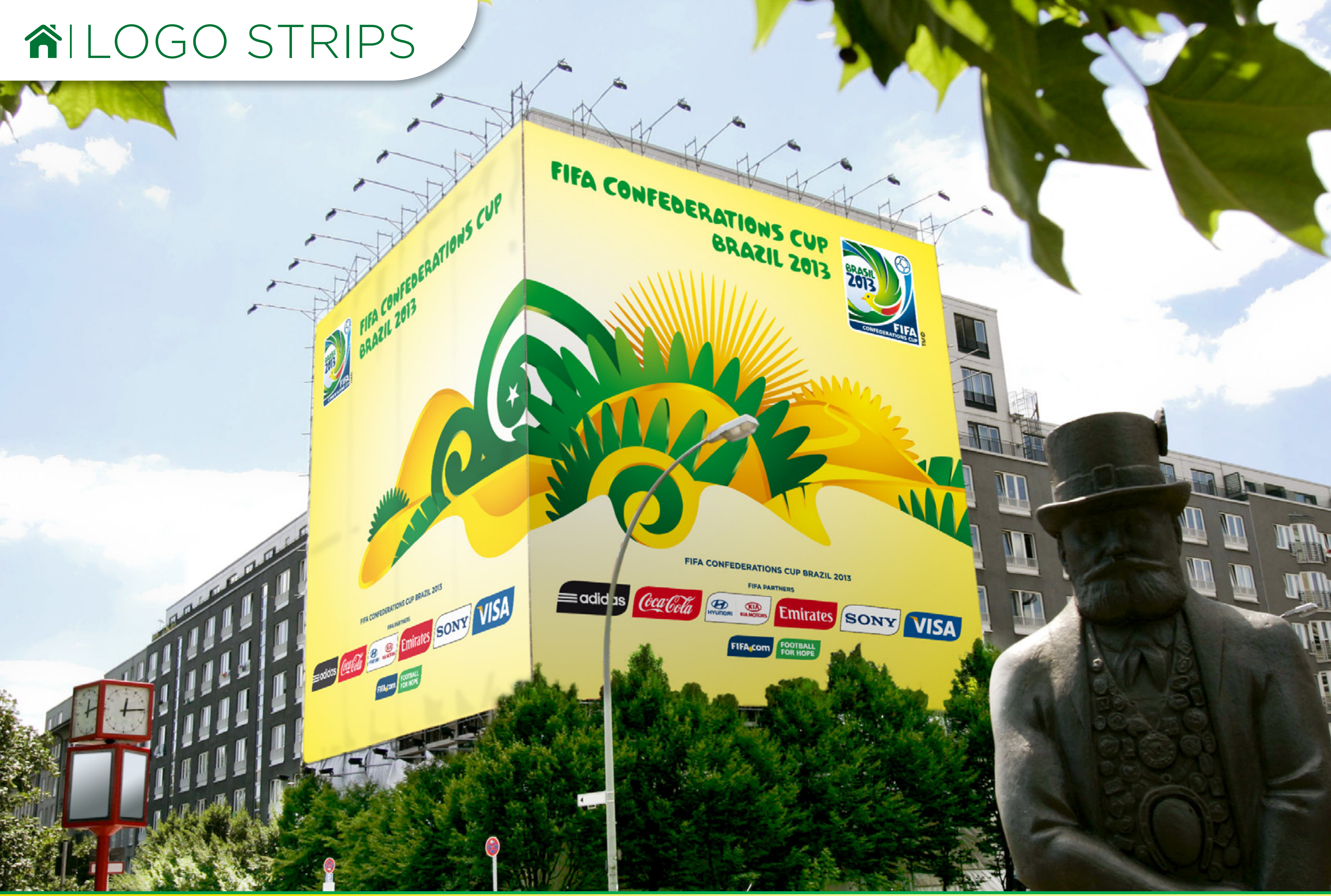
1 Don't re-colour the OLP Logo and don't reproduce it as a Watermark
2 Don't apply your corporate logo to the Official Licensed Product or its packaging/hang tag


✓
FAN MUG
FAN MUG
OFFICIAL LICENSED PRODUCT


✗
1
2
FAN MUG
OFFICIAL LICENSED PRODUCT

1 Don't replace the OLP Logo with an Official Emblem
2 Don't omit the required statements and packaging elements

LOGO STRIPS


FIFA CONFEDERATIONS CUP
BRAZIL 2013
BRASIL 2013
FIFA CONFEDERATIONS CUP
FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS
adidas
Coca-Cola
HYUNDAI
KIA MOTORS
Emirates
SONY
VISA
FIFA.com
FOOTBALL FOR HOPE

INTRODUCTION

Logo Strips contain the FIFA Partner, FIFA Confederations Cup Sponsor and National Supporter logos or logotypes, plus the Campaign and FIFA.com logos in prescribed formats and arrangements.

These are available for use across event marketing and communication materials. Specific Artwork has been created for Logo Strips that:

- Feature only the FIFA Partner logos (tier 1); these are for use on applications that are internationally distributed or viewed.
- Feature the FIFA Partner and FIFA Confederations Cup Sponsors logos (tier 1 and 2); these are also for use on applications that are internationally distributed or viewed.
- Feature the FIFA Partner, FIFA Confederations Cup Sponsor and National Supporter logos (tiers 1, 2 and 3); these are for use on applications that are only distributed or viewed in the host country.

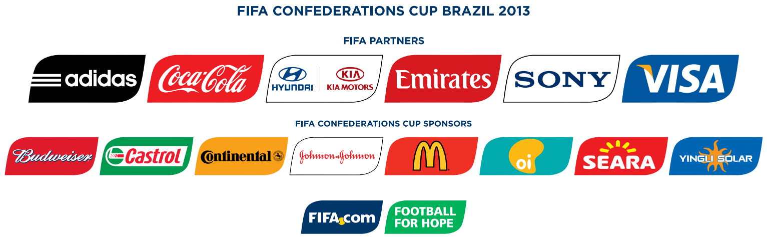
Please refer to your agreement or consult your designated contact for more information about where and when you are required to apply Logo Strips.

FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS
adidas
Coca-Cola
Emirates
SONY
VISA
FIFA.com
FOOTBALL FOR HOPE
BRASIL 2013
FIFA
128

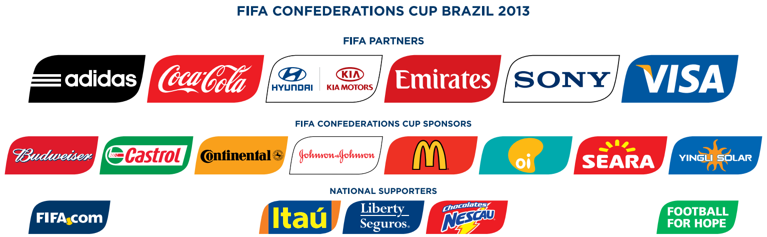
COLOUR FORMATS AND ORIENTATION

- All Logo Strip print Artwork is available in English and Portuguese and has to be ordered through your designated contact. Please always check that you use the latest version.
- Horizontal and Vertical full colour versions of the Logo Strips are available in Positive and Reversal formats for use on contrasting backgrounds.
- Black & white Logo Strips will be produced upon request.
- For on-screen applications such as internet or presentations, convert CMYK to RGB and reduce the resolution.
- The size proportion and order of the logos and the design of the Logo Strips must not be altered.

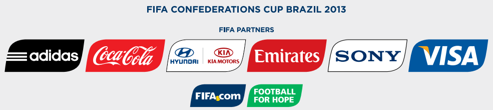
Logo Strip with FIFA Confederations Cup Sponsor Logos


FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS
FIFA CONFEDERATIONS CUP SPONSORS

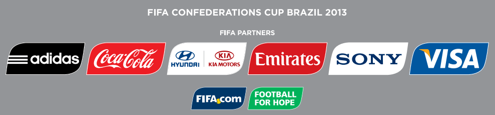
Logo Strip with FIFA Confederations Cup Sponsor and National Supporter Logos


FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS
FIFA CONFEDERATIONS CUP SPONSORS
NATIONAL SUPPORTERS

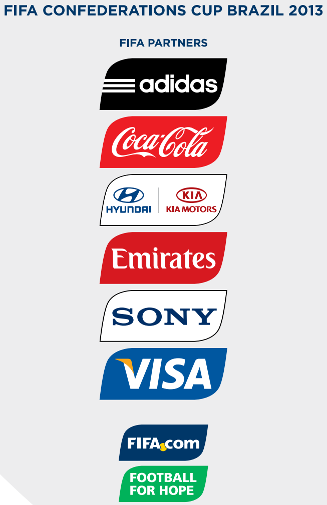
Landscape – Positive


FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS

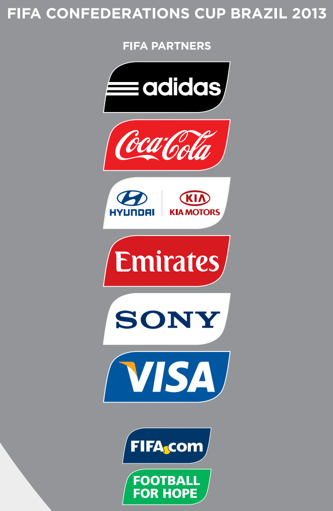
Landscape – Reversal


FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS

Portrait – Positive


FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS

Portrait – Reversal


FIFA CONFEDERATIONS CUP BRAZIL 2013
FIFA PARTNERS

The Official Event Title featured at the top of the Logo Strips does not need to appear in all applications, eg. if the Official Emblem or a strong event reference appears in close proximity.

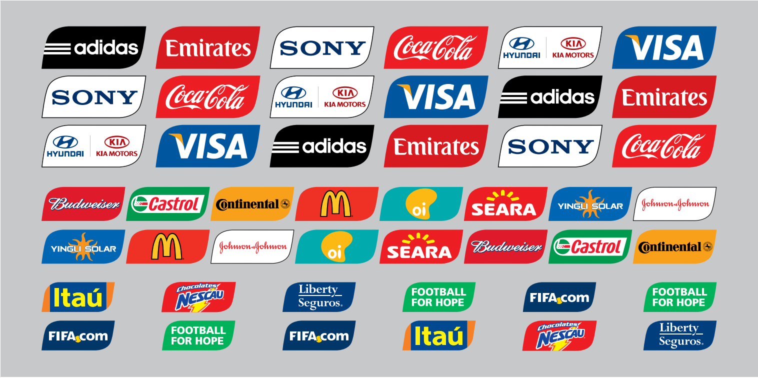
MEDIA BACKDROP SET-UP

A special Logo Strip set-up is required for use on any type of media backdrop (ie. press conference, flash interview and clear media backdrops) to maximise the exposure of the brand and the FIFA Partners, FIFA Confederations Cup Sponsors and National Supporters in broadcasts.

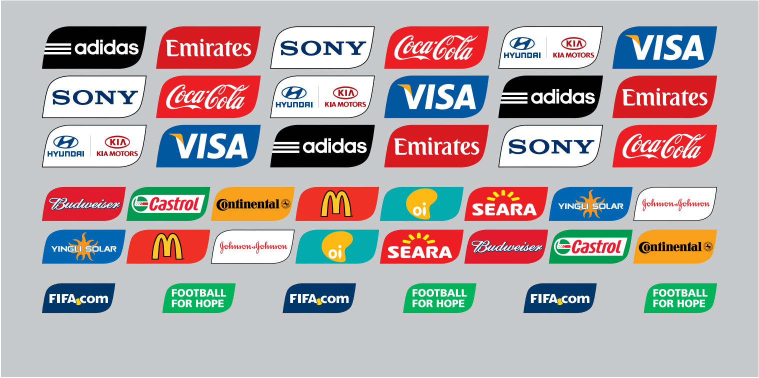
Such Logo Strips can be ordered through your designated contact.

The Logo Strips have to be placed at the adequate height, thus ensuring that the FIFA Partner, FIFA Confederations Cup Sponsor and National Supporter logos appear at an optimum viewing level in either standing or seated context.

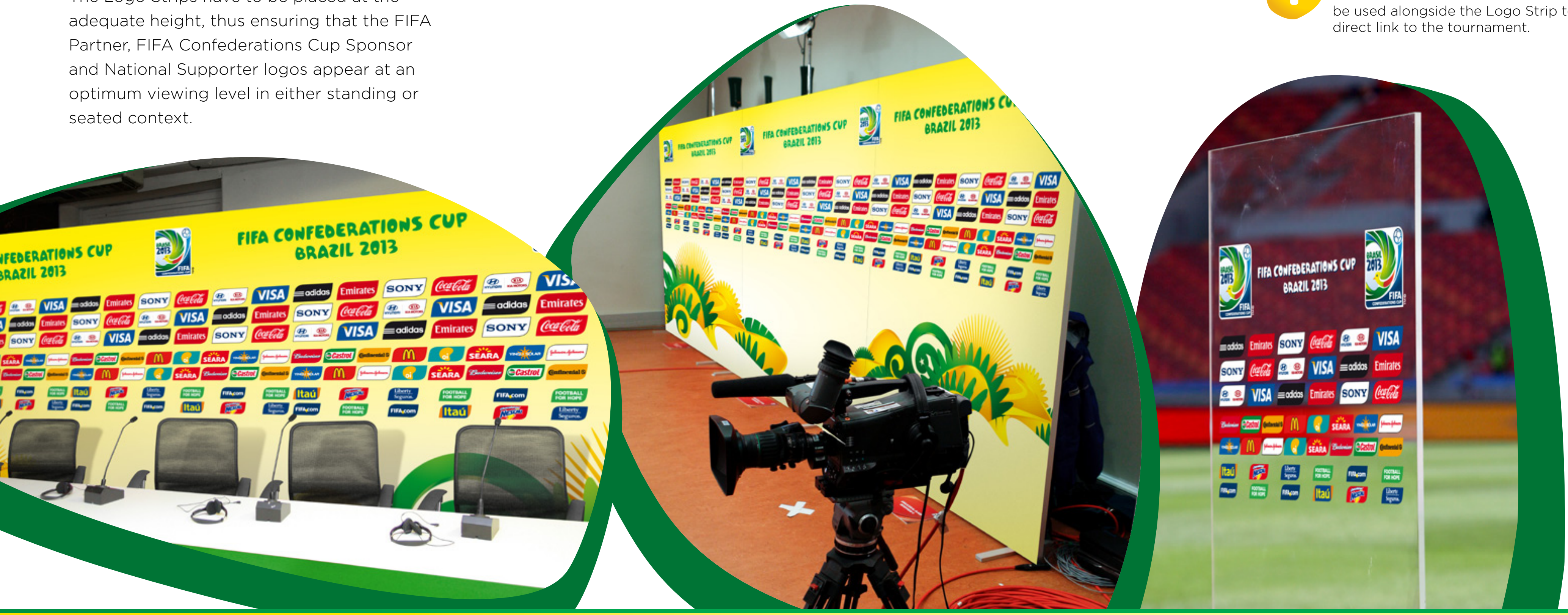
National Backdrop Set-Up



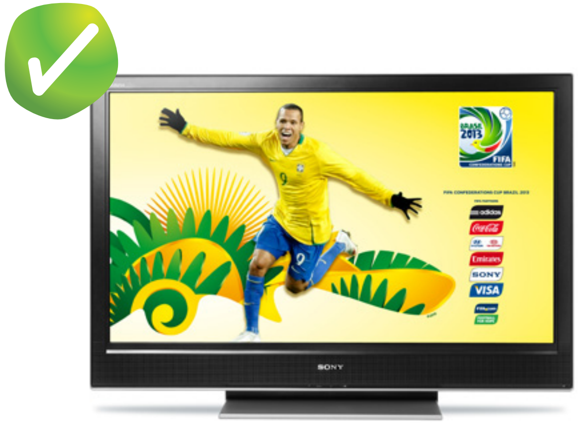
International Backdrop Set-Up

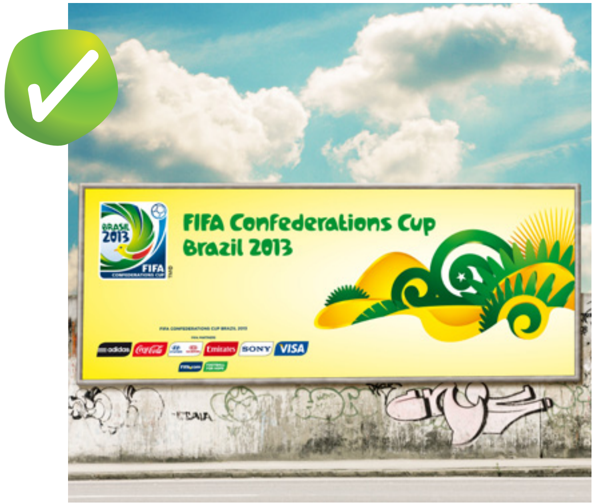


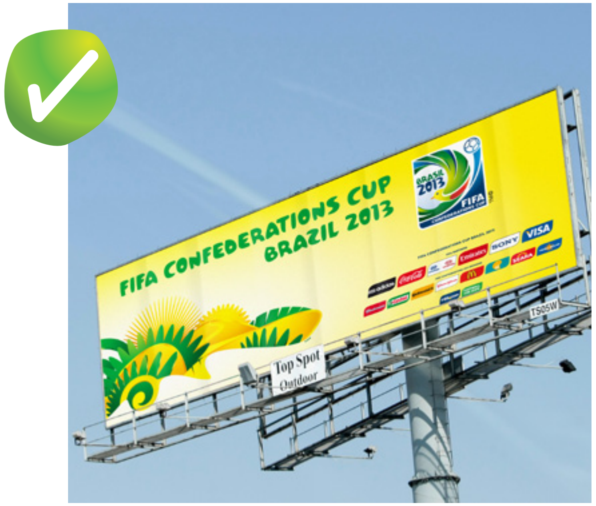
! The Official Emblem and the Event Title can be used alongside the Logo Strip to create a direct link to the tournament.

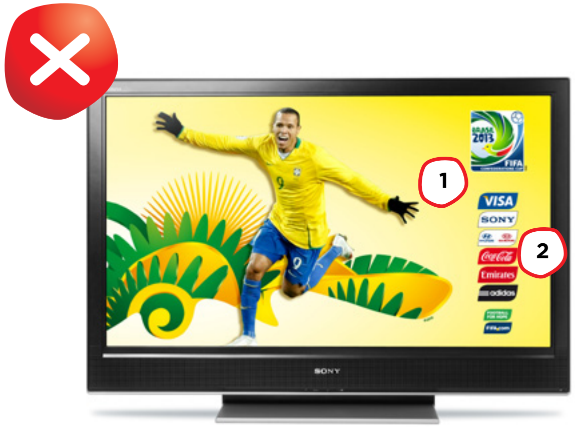


GETTING IT RIGHT

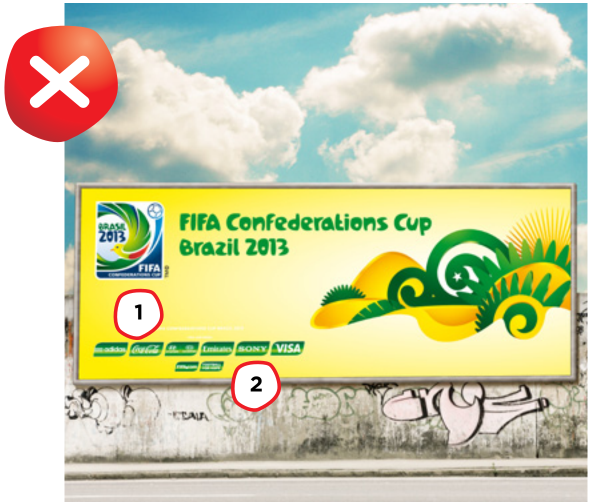



FIFA Confederations Cup
Brazil 2013

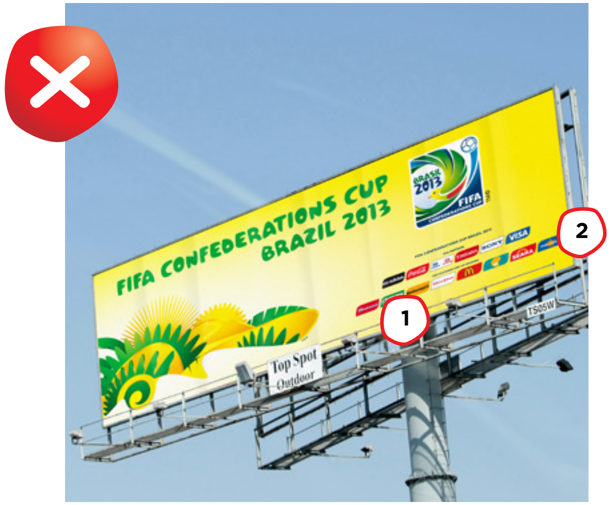

FIFA CONFEDERATIONS CUP
BRAZIL 2013



1 Don't remove the Official Designation and the event reference unless the Logo Strip is used on a backdrop
2 Don't change the order of the logos


FIFA Confederations Cup
Brazil 2013
1
2

1 Don't apply a Reversal Logo Strip to a light background colour
2 Don't re-colour or otherwise change the logos


FIFA CONFEDERATIONS CUP
BRAZIL 2013
2
1

1 Don't omit the Campaign and FIFA.com logos from the Logo Strip
2 Don't change the approved proportions between the logo tiers

Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
GO FOR IT!

INTRODUCTION

Premiums are give-aways that, by definition, must bear the stakeholder's FIFA Confederations Cup Brazil 2013 Composite Logo/ Host City Logo and are to be distributed in conjunction with marketing promotions free of charge or at a subsidised price. Premiums may not be sold solely for commercial purposes.

User groups such as Marketing Affiliates, Host Cities and Media Rights Licensees may create premiums.

Premiums can be sourced from the following entities:

- FIFA's Official Premium Licensee ADM Promotions
- Other FIFA Marketing Affiliates
- FIFA Event Licensees
- Third-Party manufacturers (however, the necessary Premiums Manufacturing Agreement, Model Code of Conduct and Royalty Statement Forms must be submitted in advance)

Artwork and samples of premiums must be submitted to FIFA for approval via **www.FIFApremiums.com** prior to production.

HOST CITY
BRASIL 2013
FIFA
BELO HORIZONTE
Sample Company
OFFICIAL DESIGNATION
FIFA CONFEDERATIONS CUP

APPLICATION EXAMPLES

The visuals throughout this section have been created to inspire the user and are not available as Artwork. Use the Official Marks from the **FIFA Digital Archive** to produce effective designs.

Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP

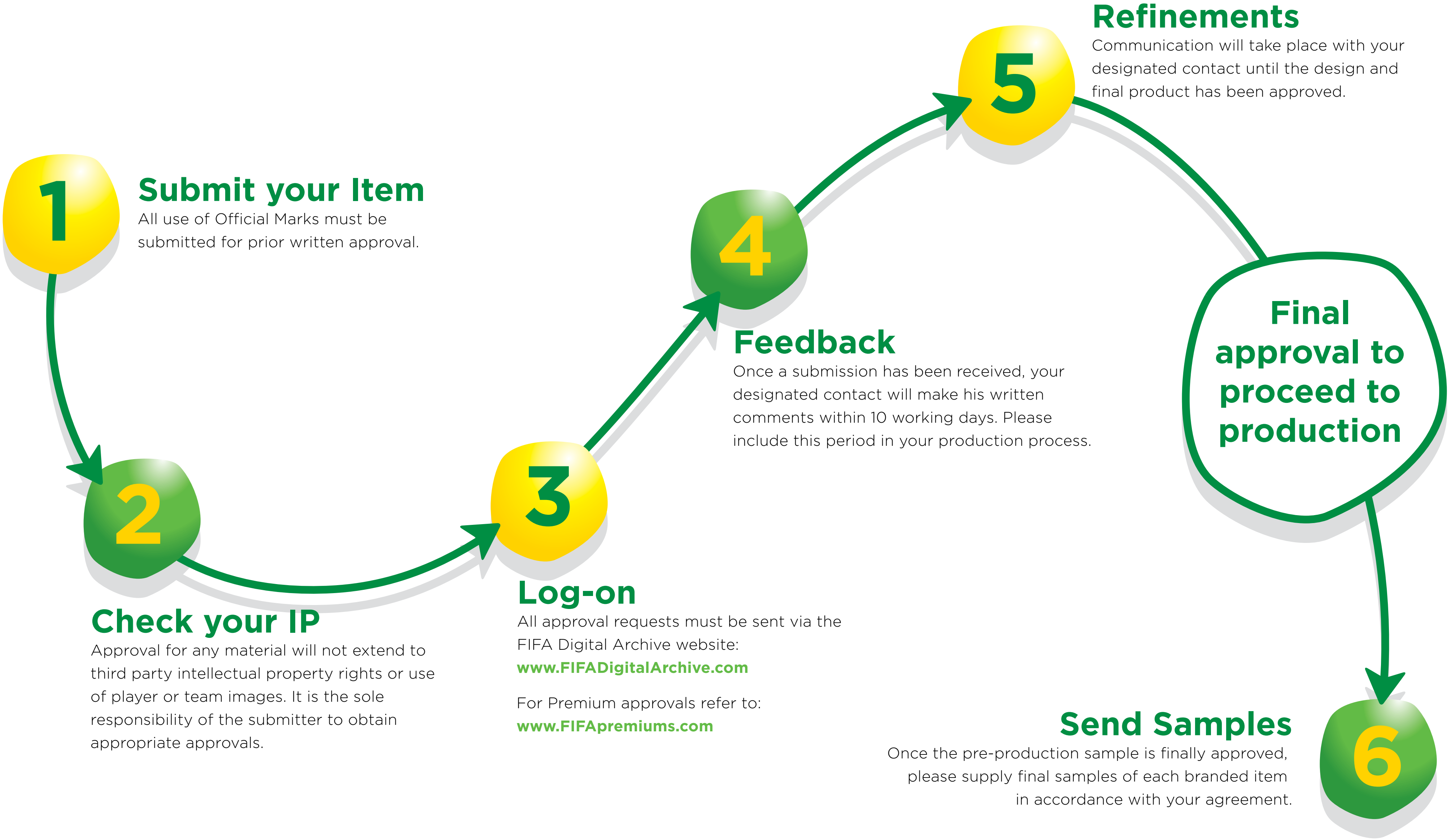
SCARF
SCARF
BRASIL 2013
FIFA
CONFEDERATIONS CUP
Sample Company
OFFICIAL DESIGNATION

Sample Company
BRASIL 2013
FIFA
TM©

Sourcing footballs as a premium: Stitched footballs may only be sourced from appointed Licensees, ADM Promotions or adidas. This is due to the requirement that football suppliers must conform to the Model Code of Conduct of WFSGI as well as the International Labour Organisation Declaration.

REFEREE
FIFA
2013

APPROVAL PROCESS



Submit your Item

All use of Official Marks must be submitted for prior written approval.

Check your IP

Approval for any material will not extend to third party intellectual property rights or use of player or team images. It is the sole responsibility of the submitter to obtain appropriate approvals.

Log-on

All approval requests must be sent via the FIFA Digital Archive website:
www.FIFADigitalArchive.com

For Premium approvals refer to:
www.FIFApremiums.com

Feedback

Once a submission has been received, your designated contact will make his written comments within 10 working days. Please include this period in your production process.

Refinements

Communication will take place with your designated contact until the design and final product has been approved.

Final approval to proceed to production

Send Samples

Once the pre-production sample is finally approved, please supply final samples of each branded item in accordance with your agreement.

BRAND CHECKLIST

- ✓ The guidelines in the Brand Manual have been followed and all Artwork files are from the **FIFA Digital Archive**.
- ✓ Your design is clear, distinctive and creatively in keeping with the brand identity.
- ✓ Your design is instantly identifiable as part of the FIFA Confederations Cup Brazil 2013 brand experience.
- ✓ The correct legal markings are appropriately included in all materials.
- ✓ Your design and finished product is of the highest quality.
- ✓ Your design and sample finished product have been approved in accordance with the approval process and your agreement.
- ✓ All images are best quality, reflect the brand, have correct copyright clearances and licences with the appropriate and required image credits.

SAMPLE TITLE
Photo by Action Images

Thank you for your support and commitment to the FIFA Confederations Cup Brazil 2013.

ARTWORK CODING

A considerable amount of Artwork files has been created with similar and often complex names. To make the identification and location of these files easier, a file naming convention has been developed.

Each file has a name that consists of references and titles as shown here. Not all file names contain all references.

To acquire the appropriate file, please follow the file name convention shown here and download the relevant file from the **FIFA Digital Archive**. If you require any assistance, please consult your designated contact.

fcc2013_oe_4ct_s.eps

Tournament	Official Marks	Host City Name	Colour/Process	Reproduction Range	File Type
fcc2013 = FIFA Confederations Cup Brazil 2013	**_oe** = Official Emblem **_cl** = Composite Logo **_ol** = Official Look **_olp** = Official Licensed Product Logo **_hcl** = Host City Logo **_tf** = Typeface	**_bh** = Belo Horizonte **_bsb** = Brasilia **_for** = Fortaleza **_rio** = Rio de Janeiro	**_4ct** = 4 Colour CMYK Tonal **_4cf** = 4 Colour CMYK Flat **_1ps** = Pantone® Solid (1 Colour) **_2ps** = Pantone® Solid (2 Colours) **_6ps** = Pantone® Solid (6 Colours) **_7ps** = Pantone® Solid (7 Colours) **_ywcut** = Yellow Cut-out **_gncut** = Green Cut-out **_kcut** = Black Cut-out **_wcut** = White Cut-out **_k** = Black Solid **_w** = White Solid **_rgbt** = RGB Tonal **_emb** = Embroidery **_ebs+eng** = Embossing and engraving **_dbs** = Debossing	**_l** = Large **_m** = Medium **_s** = Small	**.eps** = Adobe® Illustrator® CS EPS **.otf** = Open Type Font **.zip** = Compressed Data Format

fcc2013_word_loc_po_co.dot

Tournament	Templates	User Group	Orientation	File Type
fcc2013 = FIFA Confederations Cup Brazil 2013	**_word** = MS Office Word Template **_title** = Template with Cover **_notitle** = Template without Cover **_ltr** = Letter stationery **_headfoot** = With header and footer set-up **_fax** = Fax stationery **_ppt** = MS Office PowerPoint Template	**_event** = Event-related for FIFA **_hosp** = Hospitality for FIFA **_vip** = VIP **_af** = Affiliates **_comm** = Commercial **_loc** = Local Organising Committee **_fao** = FIFA Accommodation Office **_fto** = FIFA Ticketing Office **_fcc2013ao** = FIFA Confederations Cup 2013 Accommodation Office **_fcc2013tc** = FIFA Confederations Cup 2013 Ticketing Centre	**_la** = Landscape **_po** = Portrait	**.dot** = Word Template **.pot** = PowerPoint Template

GLOSSARY

4 Colour CMYK
The printing process using the four basic colours cyan (C), magenta (M), yellow (Y) and black (K); also known as CMYK or full colour.

Artwork
Authorised graphic and design materials of the Official Marks for reproduction and available from the **FIFA Digital Archive**.

Composite Logo
The Composite Logo is the combination of the Official Emblem with another logo or logotype in a prescribed relationship, accompanied by an Official Designation which describes that relationship.

Copyright Notice
The line carrying the copyright mark © that names the individual or organisation holding copyright as well as the date of publication.

Core Assets
Comprises the Official Marks and other graphic components such as the Event Colour Palette and the Official Typeface, used to represent the FIFA event.

Cut-out
A format of the Official Look which is set up with one colour and where certain areas are omitted to allow the background colour to show through.

EPS
The computer format used for all Lineart Artwork files; short for 'Encapsulated PostScript'.

Event Colour Palette
The Event Colour Palette is made up of the preferred colours to brand the tournament. The Palette includes:

- Official Emblem Colours
- Official Look Colours

Event Gradients (Gradients)
Subtle transitions or blends between 2 or more of the approved colours.

Exclusion Area
The clear zone which surrounds a graphic within which no copy, illustrated material, or graphic may intrude.

FIFA
Fédération Internationale de Football Association, the world governing body of association football.

FIFA Digital Archive
The online database from which all relevant Artwork files and Brand Manuals can be downloaded or ordered.

Flat
A format created without colour shading. This format should be used when reproduction restricts quality application of gradations, Tonal Artwork or photographic imagery.

Hexadecimal
The colour mode used to specify screen colours for the internet.

Host City
Each of the cities designated to host the FIFA event.

Host City Logo
A Lock-Up which comprises the Official Emblem, complete with mandatory Legal Notice, a 'Host City' Official Designation and city name as a footer. All elements are contained within a unique framework.

Landscape
A graphic that is horizontally oriented.

Legal Notice
Combined TM marking and © copyright notice as contained in most Official Marks; a TM symbol is used with embroidery Artwork.

Lineart / Vector Graphic
A resolution-independent image made of lines and curves, ie. without embedded bitmaps.

Local Organising Committee (LOC)
The committee created to organise the hosting of the FIFA Confederations Cup Brazil 2013.

Lock-Up
A fixed relationship between two or more elements or identities that may not be altered.

Logo Strip
The FIFA Partner or the FIFA Partner and FIFA Confederations Cup Sponsor or the FIFA Partner, FIFA Confederations Cup Sponsor and National Supporter logos combined with the Campaign and FIFA.com logos in a prescribed format and arrangement.

Look and Feel
The overall visual representation of the event brand using all the components of the visual programme.

Minimum Crop
The mandatory area of the Official Look which should be visible in its entirety within a design.

Minimum Size
The recommended smallest size to which an Official Mark or graphic can be reproduced without losing legibility or form.

MS Office Template
A pre-formatted document for use in MS Word or MS PowerPoint.

Official Designation
Approved description of a stakeholder's contractual involvement with the FIFA Confederations Cup Brazil 2013.

Official Emblem
The configurations comprising the various elements that depict the identity of the FIFA Confederations Cup Brazil 2013.

Official Event Title
The official wording and brand names for the FIFA Confederations Cup Brazil 2013.

Official Licensed Product
Any product bearing the FIFA Confederations Cup Brazil 2013 Official Marks which has been approved by the licensing contact for use as FIFA Confederations Cup 2013 official licensed merchandise.

Official Licensed Product Logo (OLP Logo)
A special logo created for Licensees consisting of the Official Emblem and Official Designation which has to be applied to and used in connection with any Official Licensed Product in order to identify it as such.

Official Look
The graphic configurations inspired by the natural beauty of Brazil that form part of the identity of the FIFA Confederations Cup 2013.

Official Marks
The Official Emblem, the Composite Logo, the Official Look, the OLP Logo and any other graphic designs used to represent the FIFA event.

Official Typefaces
The preferred type families are
- Event Typeface Pagode
- Supporting Typeface Gotham

Typefaces that are not supplied need to be sourced.

Pantone® or Pantone Matching System® (PMS)
An international system for identifying colours for printing.

PDF
Stands for ‘Portable Document Format’. A universal file format used to distribute information such as Artwork or text.

Portrait
A graphic that is configured vertically.

Positive
An Artwork format than can be used on white and light coloured backgrounds.

Reversal
An Artwork format that can be used on dark coloured backgrounds.

RGB
Stands for red, green and blue. The colour mode used to display colours and images on screen.

Solid
A format created with 100% of the colour(s) used, ie. no percentage tint values, no gradations, and no embedded bitmaps. This format is used when technical or colour restrictions prevent the use of Tonal, photographic or Flat Artwork.

Tonal
The gradated shades of one or more colours.

Tone-In-Tone
Embroidery of the Official Marks primarily applied to textiles in a shade of the respective background colour.

Watermark
Use of an Artwork at reduced opacity thereby becoming transparent in order to provide lower contrast against a chosen background.

Sample Company
OFFICIAL DESIGNATION
BRASIL 2013
FIFA
CONFEDERATIONS CUP
FIFA Confederations Cup
Brazil 2013
613

FAQs

Q Can I apply the Official Marks onto any type of background?

A Most Artwork is set up with a white keyline around the outer edges and can therefore be applied directly to any uncomplicated background. If applied to a complicated or photographic background, the Official Marks must be placed over a holding shape or into a box.

Q Why do I have to use a legal marking with the Official Marks?

A A Copyright or Legal Notice safeguards your status as an authorised user and protects the Official Marks.

Q Why are the embroidery Artworks for the Official Emblem set up with a TM instead of TM©?

A Due to the nature of this process, reproduction of small details is limited. Therefore, the complex TM© has been replaced with the simpler TM.

Q Why are there different Artwork sizes?

A Different Artwork has been created for different size ranges to ensure legibility as well as integrity in reproduction. Artwork for small scale reproduction has been simplified and should therefore not be used outside the specified size ranges.

Q Why can I not re-colour the Official Emblem to any colour I like?

A The Official Emblem is the Official Mark used to identify this event. Incorrect and inconsistent reproduction of this critical mark, or any other provided Artwork, weakens and damages their recognition and value. Re-colouring or in any way changing these marks dilutes their presence.

Q Why can't I use print files for engraving and embossing?

A The printing files will mostly not deliver best quality reproduction for engraving, embossing and other types of special applications, so we have created Artwork files for these special production techniques. We also have Artwork specifically for on-screen use, eg. websites and broadcast.

Q Why may I not use the Official Emblem together with the FIFA Wordmark?

A The FIFA Wordmark is contained within the Official Emblem and is not to be extracted for individual or stand-alone use because it does not represent this event.

Q How many Official Emblems can I apply without it being considered a 'repeat pattern'?

A The Official Emblem should be applied as the feature graphic or a seal of authenticity and should appear no more than once per visual plane. For example, on a packaging box the Official Emblem should appear no more than once on each side of the box.

Q How can I apply an Official Emblem onto items such as a scarf or handkerchief so it is not to be rotated?

A In these instances the Official Emblem is best applied set square in a corner or as a sewn-in label.

Q Why can I not re-colour the Official Look to any colour I like?

A A specific Event Colour Palette has been developed to be used with the Official Look. Inconsistent reproduction outside of this palette may weaken it and damage its recognition and value. Additional colours may be utilised when developing Official Licensed Products.

Q How can I apply the Official Look onto packaging with 'product windows'?

A The Official Look can be applied as a Watermark onto the clear plastic window either in its entirety or as a continuation from the colour parts printed onto the packaging.

Q Why can I not place images into the Official Look?

A The Official Look Artwork is set up using complex shades and Event Gradients which provide intensity and depth. Placing images into the Official Look weakens these dynamics and alters its appearance.

Q Why do I have to respect the Minimum Crop of the Official Look?

A The Official Look is a rather complex design which combines a large number of elements. In order to guarantee a high level of recognition when used in cropped format, at least one of the two most recognisable areas (the 'swirl' or the 'spiral') have to be part of your design.

Q How does a Licensee know what mandatory elements to include on products or packaging?

A The Licensing section of this Manual contains a very detailed chart which provides an overview as to which design and identification elements are required on products, packaging and related POS and promotional collateral.

Q Why do I have to apply a holographic identification to my packaging?

A The hologram or holographic hang tag provides you and your product with a seal of authentication and differentiates Official Licensed Products from others on the market. These devices have to be purchased at your own cost from the designated supplier.

Q Am I restricted to using the Event Colour Palette when designing my Official Licensed Products?

A The use of the Event Colour Palette will provide a direct visual link to the tournament. However, products can make use of many other colours to enhance the range. It is recommended to select shades that complement the Event Colour Palette.

CONTACT DETAILS

Fédération Internationale de Football Association
FIFA-Strasse 20   P.O. Box   8044 Zurich   Switzerland
Tel: +41-(0)43-222 7777   Fax: +41-(0)43-222 7878   www.FIFA.com

MY GAME IS FAIR PLAY
FIFA
FIFA
For the Game. For the World.